AUGUST 25, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Second quarter's spot tv puts new record on the books — Page 36

Changing Hands: New spurt of station sales activity — Page 66

FCC shuns referee role in community television dispute — Page 72

we're keeping them up late in milwaukee

The BIG MOVIE on WISN-TV delivers a 19.9 rating and a 53% share 10 P.M. to Midnight

These quarter hour averages from the July, 1958, ARB report shows how WISN-TV dominates late evening viewing in America's 14th market.

MONDAY-FRIDAY, 10 P.M. TO MIDNIGHT

WISN-TV	19.9
UHF STATION B	7.2
VHF STATION C	6.0
VHF STATION D	5.2

Incidentally, WISN-TV has a 32.3% share, sign on to sign off, Sunday through Saturday.

WISN-TV

CHANNEL 12 — BASIC ABC AFFILIATE

John B. Soell, vice-president and station manager

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:

WINN

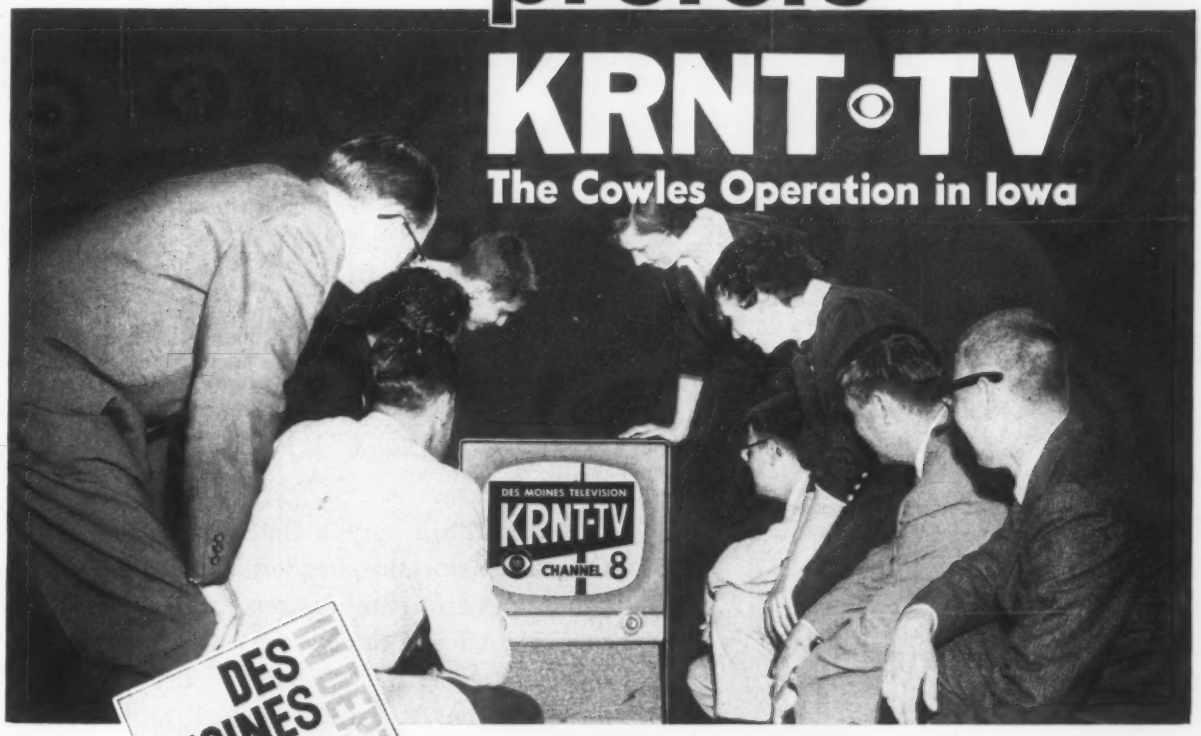
1240
LOUISVILLE'S POPULAR MUSIC STATION

SPECIAL NOTICE: You still have time to enter "the all requests paid trip to the 1959 KENTUCKY DERBY," so enter now . . . the deadline is midnight August 31, 1959.

Every Way
You Look At It . . .

Des Moines prefers KRNT-TV

The Cowles Operation in Iowa



New DEPTH STUDY *proves it!*

- The Station Most People Watch Most!
- The Station Most People, By Far, Depend on for Accurate News!
- The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

Call Your KATZ Man for These New Facts on Television Viewing in Des Moines, Iowa

OVER 50% Named KRNT-TV Personalities EXCLUSIVELY!

Compare this with the 6% naming only other stations' people!

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION

— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV *telecasts from Texas' tallest tower* — KRLD-TV *telecasts with* maximum power — KRLD-TV *operates on the lowest Dallas-Fort Worth Channel.*

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit.

SPECTRUM FUTURE • Special Spectrum Study Committee of Electronics Industry Assn. will hold extraordinary meeting in San Francisco, Sept. 17 at call of Chairman H. Leslie Hoffman, president of Hoffman Electronics, to determine future course of action on high-level spectrum allocation study as originally proposed in Potter Resolution. Potter measure lost out this session because of sweeping amendments proposed in House after Senate passage. In addition to regular committee of 15 members, largely representing manufacturers plus networks having manufacturing connections (NBC and CBS) NAB also has been invited to participate.

•

Pittsburgh's newest tv station, ch. 4 WTAE (TV), has set Sept. 14 as firm date for beginning of regular operations, according to Leonard Kapner, executive vice president. Station has been program testing past fortnight with excellent results. New $3 million plant will not be completed on target date but one studio and offices will be occupied. Station, Pittsburgh's third vhf, will be ABC affiliated and represented by Katz.

•

CBS-TV UNIFORMITY • Non-standard CBS-TV affiliation contracts (in some instances at higher than going rates, in others involving concessions on free hours), are being brought into conformity upon expiration of existing contracts, where possible. Latest standard affiliation is with WNAC-TV Boston. Among other new standard contracts negotiated are Storer Broadcasting Co.'s WAGA-TV Atlanta and WJW-TV Cleveland.

•

Walter J. Damm, who retires Sept. 27 as vice president and general manager of WTMJ-AM-TV Milwaukee after 42 years, may find himself identified with broadcasting on advisory basis even after he relinquishes Milwaukee post. NBC-TV Board of Delegates, representing affiliated stations on that network, reportedly has proposed to Mr. Damm that he continue his identity with group as consultant. Mr. Damm organized NBC-TV Affiliates. Mr. and Mrs. Damm will live in Naples, Fla.

•

MUTUAL AID • Disc jockeys are being circularized to buy stock in Rock Record Corp., launched by National Music Clearing Corp., Nashville. Promotion is based on theory stockholding jockeys could make hits out of company's product. Pitch for sale of 4 million shares ($1 par) explains that record companies grossed $504 million last year, providing lucrative field for new project. Added lure is year-round resort to be built in Montana where d.j.'s and family could have two-week free vacations.

"We don't plan to pay all our profits into taxes," Rock Record prospectus states in describing company's plans. It adds that d.j.'s can collect 10% fee for stock they sell to fellow jockeys and in addition can get 10% refunds on money they pay for their own stock. National Music Clearing Corp. will subscribe to 3 million shares. D.j.'s buying stock can defer payment until April 1, 1959. "We do not have it in mind to try to buy spins and plays from you, but to try to give you a little something in return for the plays you will naturally give us," prospectus emphasizes.

•

SPACE SERVICE • New Congressional committees in House and Senate activated at this session on space and astronautics may become frequent meeting places for those identified with use of radio spectrum. While clear-cut lines of jurisdiction have not yet been established, authorities speculated upon ultimate requirements for outer space communication and who would legislate therefor. Under existing assignments, Senate and House Commerce Committees are charged with legislation dealing with communications but this authority might be split with rapid growth of missiles and rockets field.

•

Though BBDO spokesman says otherwise, it is known agency only recently had acknowledged that its entire publicity-promotion department did not pay its own way and was one of reasons for BBDO closing up tv show handling (see story, page 44). Bulk of department, which continues, services clients on product promotion and publicity.

•

NEW ANSWERS • FCC thinking seriously of reissuing famed 1954 Q and A catechism on political broadcasting. New document would contain revised answers to some of the old questions but with additional Sec. 315 problems that have been raised by broadcasters and political candidates since then. Staff is whipping up proposed revisions and additions, will submit proposals to FCC after resumption of regular Commission meetings in September. First meeting is Sept. 3.

•

They're beating no drums to call attention to it, but CBS-TV Affiliates Assn. board of directors, headed by Howard Lane, KOIN-TV Portland, Ore., and network top brass will be meeting this week in Bermuda. Sessions Aug. 27-Sept. 1 will deal with mutual problems and plans and lay groundwork for general meeting of affiliates early next year. President Lou Cowan will head network delegation. Meanwhile, NBC-TV and NBC Radio affiliates are slated to meet in New York in October for annual get-together and CBS Radio affiliates will convene, also in New York, same month (Oct. 29-30).

LOOKS LIKE CBS-TV • Although all three tv networks have been interested in acquiring new series of videotape one-hour shows which Robert Saudek Assoc. will produce this fall from Thursday night *Preview* concerts by New York Philharmonic, it was learned Friday that CBS-TV will get business. Kenyon & Eckhardt is spending for Ford Motor Co.'s Lincoln and Continental cars. Series to go in November in Sunday afternoon time still to be worked out.

•

Senate Commerce Committee has returned report on allocations prepared by special ad hoc *committee to its author, Prof. Edward L. Bowles. Report, which has not received endorsement of Senate body, was returned with comment Prof. Bowles could release to public if he is so inclined. Committee itself does not plan release. Several members of* ad hoc *group clashed with Prof. Bowles on recommendations and conclusions reached in report, refusing to add their approval.*

•

BROADCAST BACKGROUNDS • Civil Service Commission, which supervises ponderous government employment program, exclusive of military, now has two of its three members with station ownership and operation backgrounds. Harris Ellsworth, former Oregon Congressman, was part owner of KRNR Roseburg before becoming CSC chairman in April 1957. Mrs. Barbara Bates Gunderson, confirmed by Senate Aug. 16, formerly was continuity writer at WNAX Yankton, S. D., women's director and continuity chief of WOW Omaha and also worked at KOTA Rapid City, S. D., and in agency work in Kansas City.

•

Joseph K. Close, New England station owner (WKNE Keene; WKNY Kingston, N. Y.; WKXL Concord; WKVT Brattleboro, Vt.), has been in Washington in recent weeks as consultant to United States Information Agency on development of television as instrumentality in international programming of USIA. Mr. Close previously had consulted with Theodore W. Streibert during his incumbency as USIA head. His television recommendations are now in hands of George V. Allen, USIA director.

•

SPOT RADIO TEST • Block Drug Co., Jersey City, understood to be planning to use spot radio for first time in behalf of Nytol sleep-aid product. Medium will be tested via saturation campaign for several weeks, starting shortly, on two stations in Houston and two in Providence. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

ACCEPTANCE*

WCCO Radio delivers . . .

MORE ACCEPTANCE through the vitality of full-size programming that attracts and holds the audience you want to reach.

MORE ADULT LISTENERS than all other Minneapolis-St. Paul stations combined!†

MORE MARKET 1,014,720 radio families in 114 basic area counties in *Minnesota, Wisconsin, Iowa* and *South Dakota.*

Call or write for full facts.

***Nothing sells like acceptance . . . WCCO Radio**

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

† Nielsen Station Index, May-June, 1958 / Station Total, 6:00 AM-6:00 PM, Mon.-Fri.

THE WEEK IN BRIEF

New Measurements for Tv—Nielsen Coverage Service No. 3 dramatizes television's circulation strides. Special analysis of NCS 3 information shows how uhf holds audience in mixed and uhf-only markets. New Arbitron instant ratings service begins in New York. Page **31.**

High Flying Spot—TvB reports advertisers spent nearly 10% more in spot tv for second quarter compared to same period year ago. Combined with network tv time charges, total gross figure for first half of this year: More than $532.4 million. Page **36.**

Spot Tv Scaling New Heights—Second quarter figures show 9.4% more was spent in spot tv than in second quarter 1957. Buying is paced by Procter & Gamble, Lever Bros. and Colgate-Palmolive, in that order. Page **36.**

Dodge, Plymouth Fall Plans—Chrysler Corp. reported to be revamping its broadcast strategy but indications are that radio and television will still be used heavily. Page **39.**

From Seeds to Flowers & Faith Healing—Keyes, Madden & Jones, agency that grew out of former Russel M. Seeds, blossoms with two new accounts. Page **42.**

D'Arcy Does It Again—Colgate-Palmolive awards Cashmere Bouquet soap-toiletry account to D'Arcy, further dramatizing agency's comeback story. Page **42.**

BBDO & Tv Promotion—Agency folds up in-shop tv program promotion-publicity, appoints outside firm to do job for tv-oriented clients. Page **44.**

NTA Plus NT—National Telefilm Assoc.'s board of directors approves merger offer made by National Theatres Inc. and plans to recommend proposal to NTA's stockholders. Page **52.**

Entertainment Unlimited—Hal Roach Jr. announces major expansion program for Roach Studios, encompassing—in addition to tv and cinema production—new releasing organization, financing independent productions, film distribution abroad and maybe entry in radio, recording, merchandising and stage shows. Money from Scranton Corp., new owner of Hal Roach Studios, will make it possible. Page **52.**

New Film Firm Names Key Officials—Month-old Independent Television Corp. fills sales and administrative posts, says it will be on par with any tv distributing organization within 30 days. Page **54.**

Asks Republic Pictures Dissolution—Common stockholder petitions New York court to name receiver for film firm, charging President Herbert J. Yates and others with improper cut-rate sale of features to tv, nepotism and other management faults. Page **54.**

Automation Era—Over 1,000 broadcasters are operating with remote transmitter control, Western Electronic Show at Los Angeles is told. Latest types of gear are shown at exhibit. Page **59.**

'Present Tense' Ban Only—Court ruling which banned New York stations WOR, WOV and WINS from broadcasting Floyd Patterson-Roy Harris heavyweight championship bout "in the present tense" regarded as triumph for broadcasting and may pave way for "present tense recreation." Page **60.**

'Voiced' News Service Formed—Radio Press will begin operations Oct. 6, providing at least an hour of news and features daily to independent stations and network outlets. Company is headed by George Hamilton Combs, news commentator. Page **62.**

News-Gathering Costs May Go Up—AT&T and Western Union new tariffs for teletypewriter service to go into effect Oct. 1. Extra cost to heavy users, such as news wire services, undoubtedly will be passed on to customers—and that means most radio and tv stations. Page **62.**

Quiz Curdles—*Dotto* blotted off program schedule of two networks as sponsor Colgate-Palmolive, agency Ted Bates and networks CBS-TV and NBC-TV remain uncommunicative on report of contestant complaint. Page **64.**

Witness Chair Ready—House Oversight Committee, although silent lately, is still in business. Public hearings begin again next month, with the FCC scheduled second in witness list. Page **72.**

Stand on Translators, CATV—FCC feels that if people want choice of programs it must not balk in approving translators (or keeping hands off antenna cable companies) even though economic impact on a single existing station may be bad for station. Position indicated in response to Senate Commerce Committee questions. Page **72.**

Sports Strategy—Celler says baseball "let the cat out of the bag" in Telemeter pitch for pay tv as salvation of sport. In Senate, Dirksen makes new play for sports exemption from antitrust laws with amendment to unrelated bill; proposes 75-mile tv blackout. Page **78.**

Blatnik Fires New Round—Blatnik subcommittee releases second and third blasts within two weeks criticizing Federal Trade Commission regulation of false and misleading ads. Latest reports cover dentifrices and tranquilizers. Page **82.**

News Directors Making News—RTNDA sets WDSU-AM-TV's Swezey and ABA's Rhyne for Canon 35 debate, WCCO's Bormann for keynote speech on "Right Now Reportage" for Chicago convention Oct. 16-19. Page **85.**

Broadcast News Rights—On eve of American Bar Assn. convention, President Fellows of NAB proposes bar-media conference on electronic reporting; Robert D. Swezey, speaking for broadcasters, urges serious research project into courtroom reporting by radio-tv. Page **85.**

Canadian Split—Government legislation would limit Canadian Broadcasting Corp. to operation of network and stations, vesting regulatory functions in new Board of Broadcast Governors. Page **86.**

MR. HAYES

Who Buys the Bread?—It's not the small fry of the family, says David R. Hayes, radio-tv director of the W. E. Long Co.-Independent Bakers' Co-Op, who handles the Holsum broadcast budget. How his bakers got off the kiddie kick and onto the trail of an almost "ideal" advertising subject is documented in MONDAY MEMO. Page **109.**

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"BUSINESS IS GOOD-IN OMAHA!"

Who says so?

Rand McNally says so! In its August issue of Business Trends, Rand McNally again places Omaha in the top 10 cities, business-wise.

Sales Management says so! S.M. names Omaha to its exclusive "Preferred-City-Of-The-Month" list in its July 4th issue.

TIME Magazine says so! FORTUNE says so! KIPLINGER'S WASHINGTON LETTER says so—The WALL STREET JOURNAL says so!

• All these publications have recently run stories about the wonderful business conditions in the Omaha area.

Get your share of the good business in Omaha, through schedules on WOW-TV, Omaha's Number One Sales Station!

WOW-TV *Channel* **6** *Omaha*

CBS TV

A *Meredith* Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

L&N MERGER BOOSTS RADIO-TV BILLINGS

Lennen & Newell will operate next year with projected radio-tv billing of approximately $40 million, representing 52% of expected $77 million billing base, it was learned Friday. L&N last year registered about $24.5 million in broadcast media. New $77 million billing pace is seen as result of merger of L&N with C. L. Miller Co., which had about $8 million keyed to $6 million Corn Products Refining Co. account.

Miller also serviced Springs Cotton Mills, Kellogg Div. of ITT and Circle Line (sightseeing boats). President C. L. Miller will continue to direct new L&N division, while Miller's treasurer, Phillip P. Hoffman and Vice President William F. Mueller become L&N senior vice presidents.

Merger is effective Jan. 1, 1959. Top Lennen & Newell client strength in broadcast field: consolidated P. Lorillard account; Dromedary Div. of National Biscuit; American Airlines; Benrus Watch Co.; Consolidated Cigar Co.; Emerson Drug; Stokely-Van Camp Foods and Gunther Brewing, among others.

In disclosing new merger, Lennen & Newell President Adolph J. Toigo said details of its new division under Mr. Miller's direction would be announced at later date. Contracts between both agencies were signed Aug. 20 but word released later in week. Not mentioned was possibility of still new merger of Lennen & Newell with Buchanan & Co. Buchanan currently is deep in network television via its client Reynolds Metals Co. purchases on ABC-TV *(Operation Daybreak, Walt Disney Presents* and *All-Star Golf).*

Lennen & Newell's announcement pointed up Mr. Miller's reasons for picking L&N for its join-up, noted L&N's "extensive creative marketing research operation" and "scope and depth of operations."

Justice Dept. Told Networks Have Videotape Advantage

Networks have competitive advantage over independent producers in producing videotape commercials, Dept. of Justice was told Friday by Film Producers Assn. of New York. Three members of association conferred with Robert A. Bicks, first assistant in Antitrust Div., voicing fear networks might destroy competition in field through their strategic position. Preliminary meeting of Justice Dept. and networks may be next step.

Appearing for FPA were Nathan Zucker, president; Herbert Burstein, legal counsel, and Wally Ross, public relations counsel. Association represents 35 leading producers of tv commercials and industrial films.

Guild Votes FPA Strike

Screen Directors International Guild reported Friday its membership has voted unanimously to strike against members of Film Producers Assn. of New York Sept. 5 because attempt to enter into collective bargaining agreement with FPA failed. SDIG, which represents about 300 directors of tv film commercials, industrial motion pictures and theatrical films in east, said FPA's negotiating committee had "worked out" proposed contract with union but membership of association rejected agreement.

Nestle Enters Daytime Tv

The Nestle Co., White Plains, N.Y., is providing new stimulant to daytime tv. Starting in second week of September, advertiser, for its Decaf coffee, through Dancer-Fitzgerald-Sample is running minimum 13-week spot tv campaign in 33 major markets (one-minute announcements all in daytime periods). Drive is seen as departure for Decaf in that other tv drives follow "dual audience" (men and women via nighttime or early evening spots) pattern in spot. Reason: Decaf wants to address message to women. Campaign will consist of at least three spots weekly.

Atlantis Buying 30 Markets

Atlantis Sales Corp. (French's instant potato), Rochester, N. Y., is breaking with new eight-week spot tv campaign early next month in about 30 major markets. Agency: J. Walter Thompson, N. Y.

SMITH'S DROPS

New cough drop called "Smoker's Drops" is being marketed by Smith Bros. (cough drops and cough syrup), Poughkeepsie, N. Y. Copy theme of advertising is to get over idea these mentholated drops are "to make your next smoke taste better." To push product, Smith, through Kastor, Hilton, Chesley & Clifford, N. Y., is running spot tv campaign (IDS, 20-seconds and minutes) in about 12 selected markets for eight weeks starting Sept. 15. Drops are intended to be "non-competitive" to tobacco products. Smith Bros. as rule is not too active in tv; bulk of its advertising is handled by Sullivan, Stauffer, Colwell & Bayles, N. Y.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

GENERAL MILLS ADDS • Already in four ABC-TV shows, General Mills is adding fifth starting in fall. It's signed for alternate weeks of *Law Man* (Sun. 8:30-9 p.m.), through Dancer-Fitzgerald-Sample. Alternate sponsor is Reynolds Tobacco, through William Esty Co., which meanwhile has signed to keep *Anybody Can Play,* its summer replacement for unreturning *Harbor Master* and now in Sun. 8:30 p.m. spot. When *Law Man* comes on, *Anybody* moves to Mon., 9:30-10 p.m.

CHASE & SANBORN TV • Standard Brands (Chase & Sanborn coffee), N.Y., understood to be readying spot tv campaign to break in mid-September in major markets throughout country, using nighttime station breaks and IDS. Campaign set for 52 weeks. Agency: Compton Adv., N.Y.

BABY FOOD RADIO • Duffy-Mott Co. (Clapps baby food), N.Y., reported to be preparing spot radio effort in limited number of scattered markets in early October, continuing for 10 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

MIDWEST CAMPAIGN • Ohio Oil Co., Findlay, Ohio, set to launch spot radio campaign in limited number of Midwest markets early next month and continuing for several months. Agency: N. W. Ayer & Son.

TOY PROMOTION • M&E Industries (toys), N. Y., placing heavy tv campaign of one-minute film spots in 22 markets through Dunay, Hirsh & Lewis, N. Y.

SILLY PUTTY BUYING • Marketing Inc. (Silly Putty play clay), N. Y., planning 13-week drive using one-minute spots in 15 markets beginning end of September. Agency: Bermingham, Castleman & Pierce, N. Y.

Allstate Expands Insurance

Allstate Insurance Co., Skokie, Ill., announced entrance into accident-health-hospitalization field, effective today (Aug. 25). Insurance to be offered initially in Texas and Oklahoma with regional advertising at outset and to expand gradually to other states. Though Allstate won't reveal agency, it's expected Leo Burnett Co. (which already handles automobile insurance) will be retained for new policies and also life insurance.

at deadline

FCC Fund Again Moving Through Congressional Routine

Independent offices appropriations bill, including $8.9 million for FCC fiscal 1959 operation, cleared House for second time Friday afternoon. Senate had not acted on measure at 11 p.m. Friday night (Aug. 22), although approval was expected before Saturday's planned *sine die* adjournment. Bill originally was vetoed Aug. 4 by President because of objection to money earmarked for civil service retirement fund.

House bowed to White House in Friday action, deleting questioned $589 million item. FCC has been operating since June 30 (when current fiscal year began) under law permitting it to spend money at rate specified in pending bill.

Supplemental appropriation bill (HR 13450) went to White House Friday after both Congressional houses agreed on compromise for USIA money to build powerful Voice of America station in North Carolina. Senate, after first voting $15 million, agreed Thursday to smaller House figure of $10 million. President had requested $23.3 million for USIA facility. Supplemental bill also earmarks $142,000 for salaries and expenses at FCC.

Mack Hits St. Louis Shift

Rep. Peter Mack (D-Ill.) has issued new attack on FCC's shift of ch. 2 Springfield, Ill., to St. Louis. Speaking on floor of House, he said record developed before Legislative Oversight Subcommittee (of which he is member) "seems to present clear evidence that many irregularities were involved in the transfer. . . . Ch. 2 was taken from Springfield under the guise of deintermixture. Deintermixture does not exist today in Springfield, Ill., and undoubtedly the city will not be deintermixed."

Illinois Democrat, highly critical of shift during subcommittee hearings on matter, charged FCC violated Communications Act in moving lone Springfield v to St. Louis, which already had four vhf assignments. He also hit alleged *ex parte* contacts by principals of KTVI (TV) St. Louis, which was awarded ch. 2 in exchange for ch. 36, reallocated to Springfield.

Welch Favors Depth Newscasts

Delegates to American Hospital Assn. convention in Chicago Friday were told to reach beyond "five-minute newscasts" to keep abreast of public affairs and current events. Boston attorney Joseph Welch, who reached national prominence during televised Army McCarthy hearings, told AHA that "these days people get news on the surface rather than through thoughtful approach." He urged public to listen to news commentators who treat affairs in depth and to read extensively.

ABC-TV PROMOTION

Largest advertising-promotion campaign in its history planned this fall by ABC-TV, network affiliates executives were told at New York and Chicago meetings held last week. Estimated $1 million campaign described by Michael J. Foster, ABC press vice president told meetings. Similar conferences scheduled Aug. 25-26 in Dallas, Aug. 28-29 in San Francisco. At Chicago Friday (Aug. 22), proposal for formation of promotion managers advisory committee to consult with station management and ABC-TV Affiliates Advisory Assn. was endorsed.

Secret Service Probes Altering Of Dollars to Win Tv Prizes

Those cash prizes for dollar bills with right serial numbers have brought out amateur counterfeiters, according to Secret Service, but altered serial numbers have been mighty few—only five thus far. Information announced Friday (Aug. 22) by U. S. Baughman, Secret Service chief, in statement that producers of *Top Dollar,* CBS weekly show, which offers as much as $5,000 for right bill, had uncovered alteration attempts.

Merrill Heater, producer, Entertainment Productions Inc., packager of *Top Dollar,* confirmed receipt of doctored bills, said they had been turned over to Secret Service. Mr. Heater said no prizes paid on any of them. *Top Dollar* was picked to sub for *Dotto* when latter was jerked over weekend from Monday-Friday, 11:30-noon slot on CBS-TV (see story page 64).

Mr. Heater said *Top Dollar* has had about 65 winners since show began end of March. Cash prizes for correct serial numbers on dollar bills, with numbers publicized over air, have been widely used station promotion activity in last year. WWDC Washington, which began similar promotion last November, estimated it has given away $30,000 in prizes to holders of lucky dollar bills.

Texas Daytimer Gets Nod

FCC Hearing Examiner Jay A. Kyle recommended Friday that new am on 1300 kc with 500 w, daytime, at Silsbee, Tex., be granted Hardin County Broadcasting Co. Hearing was held on interference issues with KXYZ Houston, Tex., and KIKS Sulphur, La. Hardin County company is equally owned by Harvard C. Bailes and Val D. Hickman. Mr. Bailes is licensee of KVLB Cleveland, Tex.

PEOPLE

STEPHEN H. RICHARDS, with Kudner Agency since 1941, to Communications Counselors Inc., N. Y., as manager of communications services dept.

NATHAN W. ARAM promoted from engineering staff to assistant vice president and chief engineer, Zenith Radio Corp., Chicago. He has been supervisor of tv receiver design.

MIKE MILLER, formerly NBC-TV staff writer, to Jacques Traubee Productions, N. Y., as chief writer and member of board of directors.

HARRY KINZIE JR. promoted from acting to copy chief at Tatham-Laird, Chicago, with responsibilities including radio, tv and all other media.

PETER J. SMITH, formerly NBC manager of Telesales, appointed producer in tv-radio dept. of Bryan Houston, N. Y., with creative responsibilities on programming and commercial production. Before NBC association, Mr. Smith was producer-director, Fuller & Smith & Ross. Also announced today (Aug. 25) at Bryan Houston: **PETER KEVESON,** formerly vice president-radio-tv copy chief, Lennen & Newell, to creative supervisor of Houston's drug division, and **CORAL EATON,** who had been in charge of radio-tv research at McCann-Erickson's media research department, to Houston as associate director in charge of media analysis.

WNAX Covers Butler-Alcorn

WNAX Yankton, S. D., provided its listeners with on-the-spot, live coverage of political debate last Wednesday—held 240 miles from WNAX' home base. Occasion was open debate between Democratic National Chairman Paul Butler and his Republican counterpart Meade Alcorn, held in Aberdeen, S. D. Station flew engineer to Aberdeen in order to carry entire discussion live.

SPECTRUM STUDY

Congress should consider formation of joint committee on use of spectrum and allocation early in next session, Sen. Alexander Wiley (R-Wis.) said in introducing into *Congressional Record* text of editorial in Aug. 18. BROADCASTING titled, "Let Congress Do It."

Sen. Wiley, noting editorial proposed joint committee to study spectrum, said "frank editorial . . . voices sentiments of a great many thinking leaders of the industry." He said it is "small wonder that broadcasting industry should be rightly concerned about efficient spectrum use and about future possible military pre-emption of existing commercial frequencies." He added he is concerned "with the survival of this country in the atomic age" as member of Senate Foreign Relations Committee.

LOOK WHO GETS THE BIGGEST SLICE IN SACRAMENTO!

SHARE OF AUDIENCE*

Sign-On to Sign-Off

KCRA·TV...52.5%

STATION "B".....38.1%

STATION "C".....12.7%

*ARB, May, 1958
Sacramento, California

If you want to sell merchandise, you have to have an audience. KCRA-TV gets a 52.5% share of the Sacramento, California audience, ***bigger share than two other competing stations combined.***

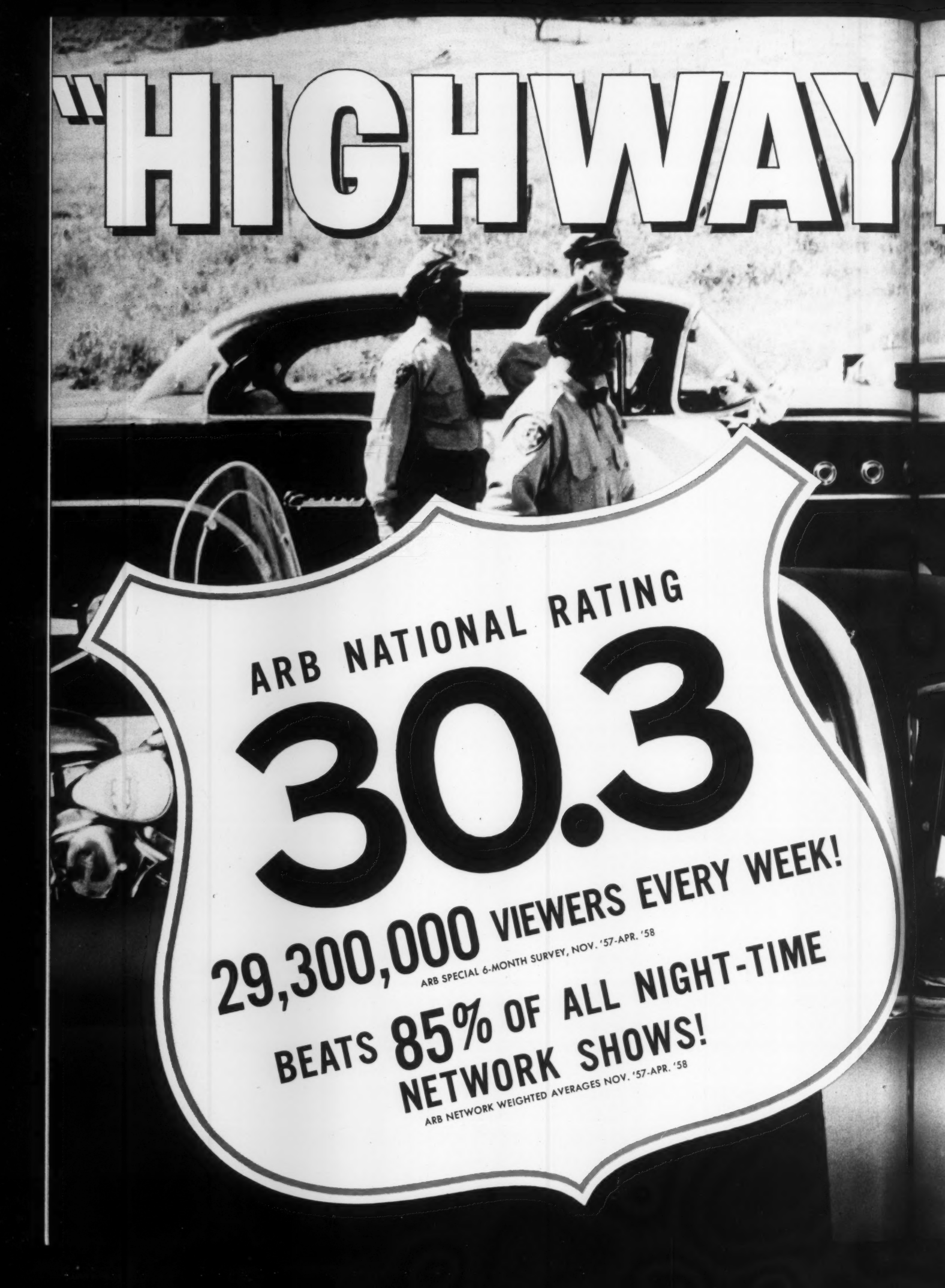
Join the man who came to dinner. Call your Petry man now and check KCRA-TV's lush menu of availabilities.

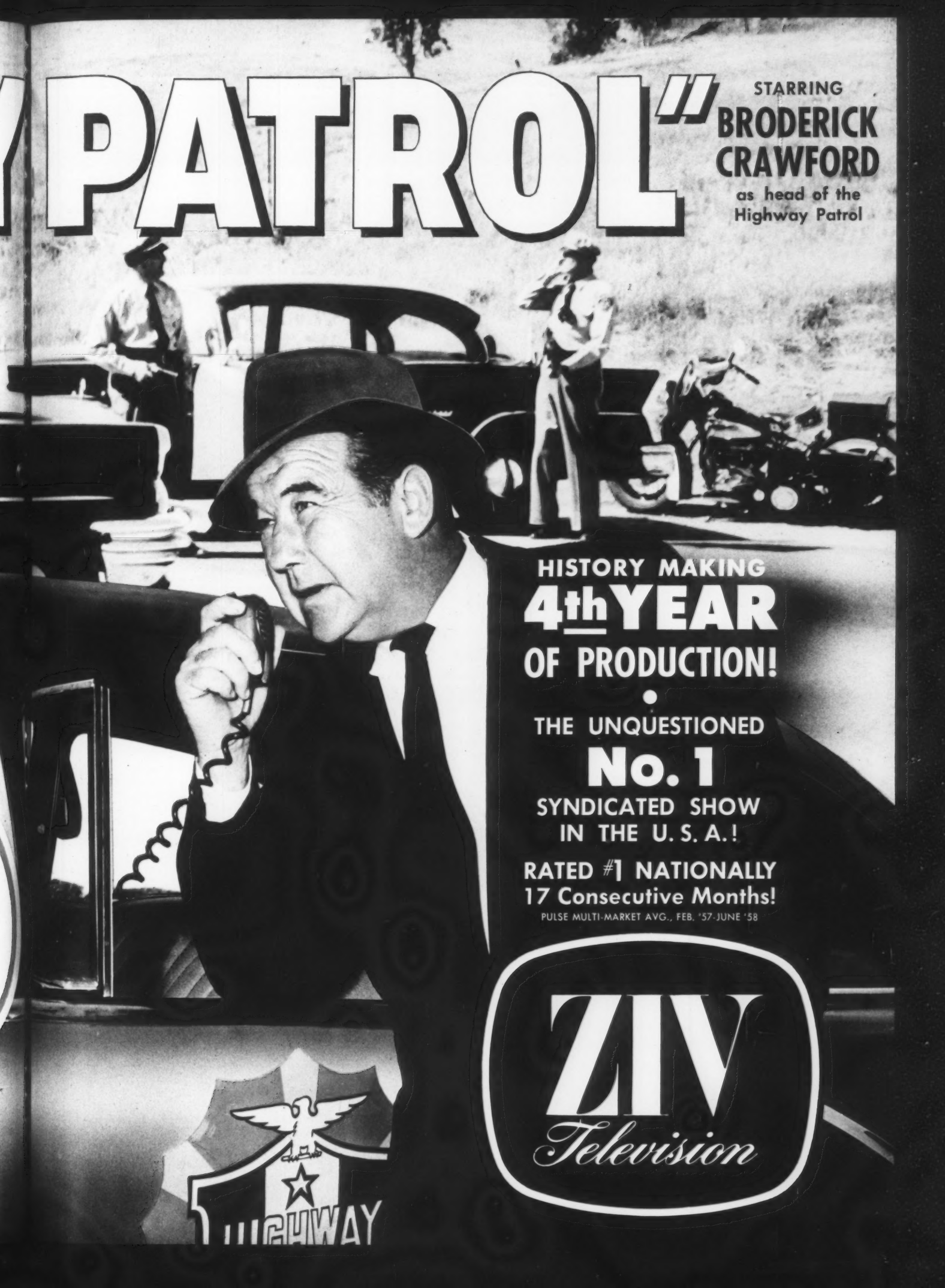
Represented by
EDWARD PETRY & CO.

KCRA·TV

Serving 468,370 TV Homes*
*N. C. S. 3 Spring 1958
SACRAMENTO, CALIFORNIA
BASIC NBC AFFILIATE

CLEAR 3 CHANNEL


"HIGHWAY
ARB NATIONAL RATING
30.3
29,300,000 VIEWERS EVERY WEEK!
ARB SPECIAL 6-MONTH SURVEY, NOV. '57-APR. '58
BEATS 85% OF ALL NIGHT-TIME
NETWORK SHOWS!
ARB NETWORK WEIGHTED AVERAGES NOV. '57-APR. '58


PATROL"
STARRING
BRODERICK CRAWFORD
as head of the Highway Patrol
HISTORY MAKING
4th YEAR
OF PRODUCTION!
THE UNQUESTIONED
No. 1
SYNDICATED SHOW
IN THE U. S. A.!
RATED #1 NATIONALLY
17 Consecutive Months!
PULSE MULTI-MARKET AVG., FEB. '57-JUNE '58
ZIV
Television

The $2¾ Billion WSMpire

DOMINANT FOR 33 YEARS

WSM...FIRST IN EVERY RATED QUARTER HOUR

...SHOWS A 6% INCREASE SINCE 1956

Here's what has happened in 103 County WSMpire in the 17 months since the last Pulse Study was made:

STATIONS	MONDAY – FRIDAY 6 AM–12 N	12 N–6 PM	6 PM–12 Mid
WSM	42	44	52
Station B	23	22	19
Station C	13	12	14
Station D	9	11	10
Station E	7	7	—
Station F	6	5	4
	SATURDAY		
WSM	52	50	61
Station B	17	14	14
Station C	13	13	13
Station D	7	9	7
Station E	6	7	—
Station F	4	7	4
	SUNDAY		
WSM	61	52	
Station B	13	18	
Station C	10	13	
Station D	4	7	
Station E	9	6	
Station F	2	5	

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6%...leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.

There is a difference . . . it's WSM radio

50,000 watts, Clear Channel, Nashville — Blair Represented, Bob Cooper, General Manager.

Where Ivanov Works

EDITORS

If I had known you were doing the piece about Soviet television [INTERNATIONAL, Aug. 11], I would have sent you the enclosed print.

It's a picture of the director of the Moscow Television Studio, Georgi Alexandrovich Ivanov. I took it when I toured the studios early in June.

Frank Stanton
President
CBS Inc., New York

RUSSIAN TV EXECUTIVE IN STUDIO

WTOL-TV, Not WTOD-TV

EDITOR:

AUG. 18 ISSUE CARRIED A STORY AT DEADLINE, WTOD-TV NAMES H-R. SHOULD BE WTOL-TV. ALSO, EDITOR'S NOTE CARRIES SAME MISTAKE. THERE IS A DAYTIMER IN TOLEDO WHOSE CALL LETTERS ARE WTOD.

ROBERT KRIEGHOFF
PROGRAM DIRECTOR
WTOL-AM-TV
TOLEDO

[EDITOR'S NOTE: We goofed AT DEADLINE. Sorry.]

For the Record

EDITOR:

Your Aug. 11 story on the impending WQXR-New York intra-state fm network [NETWORKS, Aug. 11] was of great interest.

However, since BROADCASTING is at all times concerned with the accurate transmission of news and other facts, we feel certain you will accept the following comments in the spirit in which they are offered.

1. The Concert Network is owned and operated by Concert Network Inc.

2. The Concert Network is every bit as much of a "full-time operation" as the new organization, in that neither operates around-the-clock (except for our WNCN [FM] New York).

The Concert Network and the new project will not be competitive. We are the only interstate fm network. They are intra-state. An fm advertiser wishing to include

Bonus Bigger than ever now on Mobile's "one *BIG* one"!

Nielsen No. 3 Piles Up Still More Points for WKRG-TV in BILLION-PLUS Market

Even though WKRG-TV's new, taller tower had been in use only six weeks when the survey was made, it paid big dividends in the Nielsen Coverage Report (#3) just out.

WKRG-TV increased its lead in every major department. Whether you're buying spots or program time, now you can depend more than ever on WKRG-TV to do ONE BIG JOB for you in the Mid-Gulf Area. Check these bonuses, and you'll see what we mean:

WKRG-TV CIRCULATION BONUSES

STATION	Weekly Daytime Circulation	Weekly Nighttime Circulation	TOTAL BONUS for WKRG-TV
WKRG-TV	157,730	176,950	
Station "A"	130,390	146,500	57,790
Station "B"	84,610	104,050	146,020
	Daily Daytime Circulation	**Daily Nighttime Circulation**	**TOTAL BONUS for WKRG-TV**
WKRG-TV	109,600	139,860	
Station "A"	93,060	113,230	43,170
Station "B"	48,670	61,220	139,570

For availabilities, or a further breakdown on the new Nielsen, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV

WHAM! That's the kind of impact the Dodgers have had on Los Angeles, where KMPC's baseball broadcasts reach as much as 20% of all Metropolitan radio homes in a single quarter hour...a big 66% of all sets in use! / But KMPC's wide edge on all other Los Angeles stations–half again as much average quarter-hour audience as the next independent, 38% more than the top network outlet–is far more than baseball alone. Even in pre-season months, KMPC's lively combination of first-hand news reporting, mobile-fleet traffic bulletins and music gave the station the greatest number of listeners in Metropolitan Los Angeles. / You can still get a selling share of Los Angeles' most effective station. Just call KMPC or AM Radio Sales now!

KMPC

A GOLDEN WEST BROADCASTERS STATION

Sources: Pulse, April 20, 1958; Pulse, May-June, 1958; Pulse, 6-months average: September 1957 thru February 1958.

ZOOM! That's the way KSFO's ratings have soared in Metropolitan San Francisco. One reason: Major League Baseball. KSFO's exclusive broadcasts of the games played by the San Francisco Giants capture as much as 73% of the listening audience...help put KSFO's total tune-in ahead of the closest competitor by a whopping 58%! / And baseball is only one reason for KSFO's long lead in audience. Each weekday morning, for example–hours before baseball–KSFO's Don Sherwood leads off with the biggest audience in San Francisco radio. In fact, in-home or out-of-home, morning, afternoon or evening, weekdays or weekends, KSFO is by far the most listened-to station in the 6-county Bay Area. / For the biggest audience now...and an even better buy ahead, just call KSFO or AM Radio Sales.

KSFO

A GOLDEN WEST BROADCASTERS STATION

Sources: Pulse, April 15, 1968; Pulse, May-June, 1968.

the New York metropolitan market along with the northeastern portion of the United States (we get mail clear from Montreal) will buy the Concert Network. If he is interested only in New York State coverage, he may well consider the new network.

Lawrence Wynn
General Manager
Concert Network, Inc., Boston

WPOW's There, Too

EDITOR:

Your Aug. 11 issue, page 91, *Aqui Se Habla Ingles* [PROGRAMS & PROMOTIONS]:

This is to advise that WPOW New York, which programs 20 hours weekly in Spanish, presented *Let's Learn Spanish*—produced by *Time* and *Life*—last February three times weekly for 13 weeks, at 5:30 p.m. and *Let's Learn English*—produced by the Spanish-American Institute—five times weekly for 13 weeks at 6:30-6:45 a.m. Both programs were very successful and we plan a repeat in the fall.

In addition, I am enclosing the radio station program listings from *El Diario de Nueva York* to "set the record straight" on which "New York radio stations allocate a substantial amount of time to Spanish-language broadcasting."

Si Lewis
General Manager
WPOW New York

[EDITOR'S NOTE: Mr. Lewis refers to the story about the WRCA-TV New York English-instruction series It mentioned WWRL, WHOM and WEVD, all New York, but failed to credit WPOW.]

Ad Touches a Nerve

EDITOR:

Your ad on the bottom of page 117 evokes the remark "It ain't funny, McGee!" If the broom were in the right place he'd still have *one* hand free.

John Fill
Duke Inn
Elizabeth City, N. C.

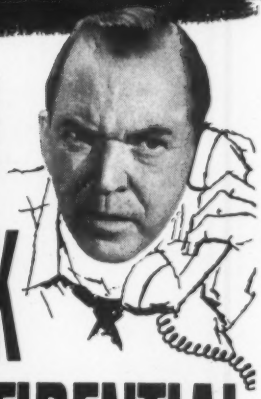
P.S. Don't think there aren't employers who expect that much, either.

[EDITOR'S NOTE: Reader Fill was prompted by BROADCASTING's classified house ad in the July 28 issue, reproduced here.]

She's your favorite type... a high spender. And you're hers, when you meet through **KOIN-TV** on 6, her station in Portland and 30 surrounding Oregon and Washington counties. There are certain intimate details pertaining to her habits which you'd best learn from the enterprising gentlemen of CBS-TV Spot Sales. My, how they love to talk about **KOIN-TV.**

Find the man* you want via Broadcasting classified pages.

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!



NEW
YORK
CONFIDENTIAL

starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! — PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue • New York 22

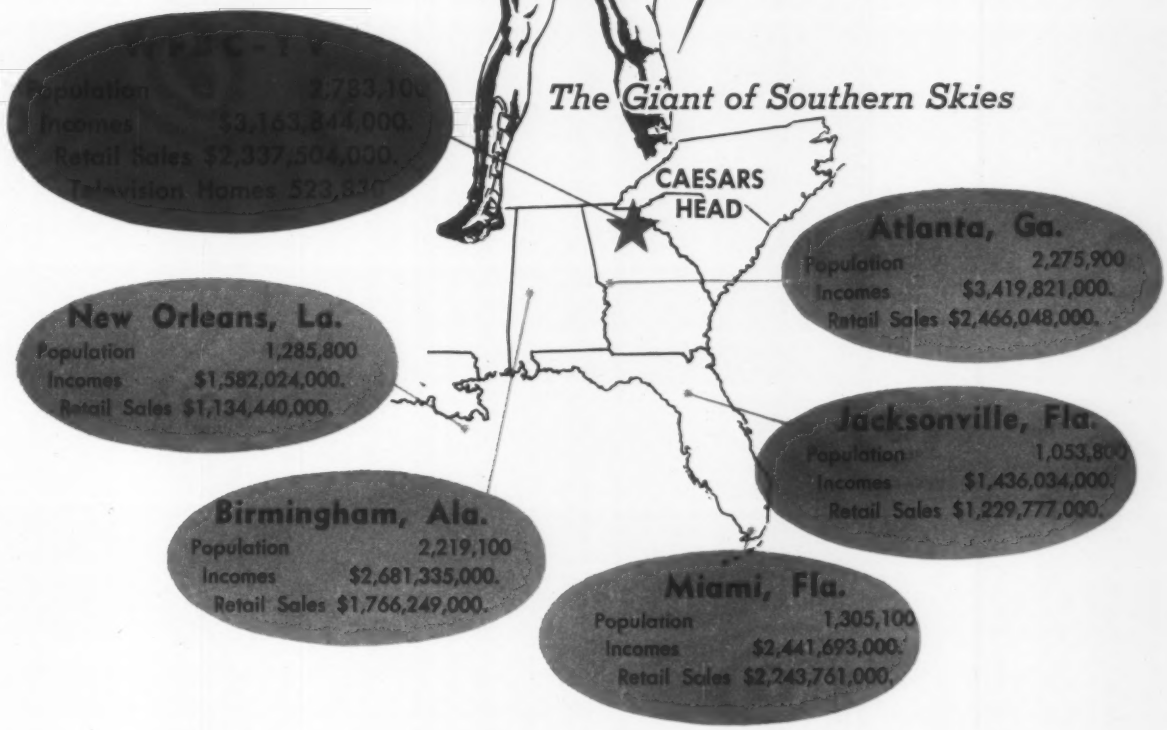
Wire or phone Michael M. Sillerman, Exec. V.P., collect today for your market!

TPA

From Caesars Head Mountain, S.C.

WFBC-TV.. A GIANT AMONG THE SOUTH'S GREAT MARKETS

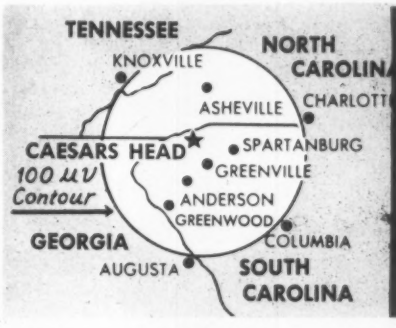
The Giant of Southern Skies



DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here's the new WFBC-TV market . . . with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Giant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.



MAXIMUM HEIGHT—2,000 ft. above average terrain, and 3,978 ft. above sea level.

MAXIMUM POWER—100 kilowatts.

TRANSMITTER SITE — Caesars Head Mtn., S. C.

Population, Incomes and Sales Data from SALES MANAGEMENT, 1958. WFBC-TV's T. V. Homes from Nielsen No. 3.

FLIGHT is aviation's own saga—authentically dramatized exploits of orc
human achievement in the sky. Each episode is presented by Gen. George Kenney, U.
cooperation of the Air Force. FLIGHT is the dramatic series for which the coming tel

s of ordinary men suddenly summoned to super-

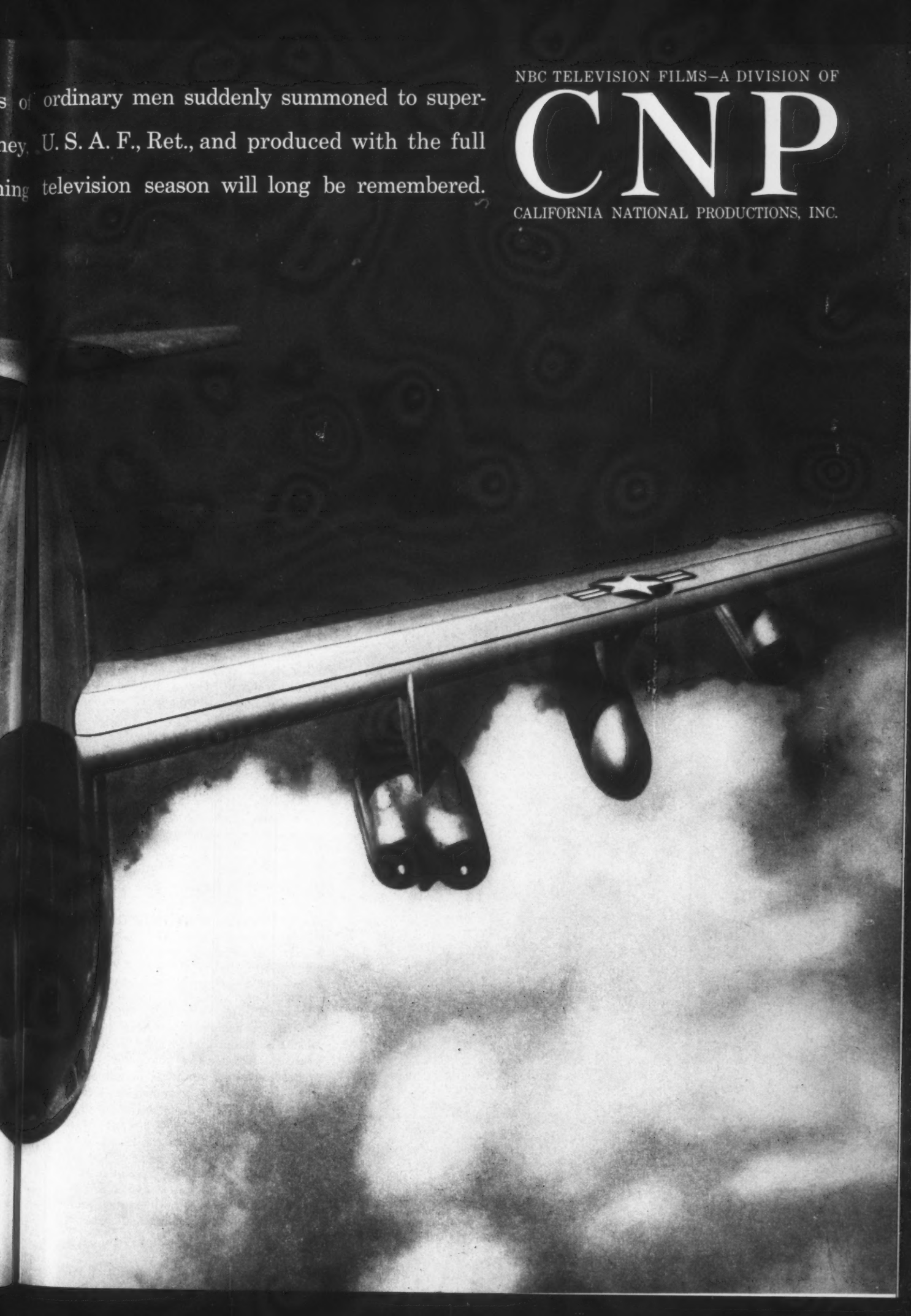
ney, U. S. A. F., Ret., and produced with the full

ning television season will long be remembered.

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



Perfect fall programming...

SESAC's BACK-TO-SCHOOL PACKAGE

it's Sandy Bear in Melody Land

26 quarter-hour, sales-boosting children's shows that are both educational and adventure-filled. 150 selections of "the best music in America" from the SESAC Transcribed Library. Special dealer aids available for sponsors. Tops in value and programming for kids of all ages.

only **$49.50** complete

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

© COPYRIGHT 1958 SESAC, INC., NEW YORK

SESAC Inc.
10 Columbus Circle
New York 19, N. Y.

☐ Enter my order (check enclosed) for the SESAC Back-To-School Package at $49.50 complete, to be sent prepaid.

☐ Please rush sample script, audition disc and sample dealer aids at no charge.

Name & Title .....

Call Letters .....

Address .....

City .....State.....

"You make a wonderful martini, Lucretia . . ."

IT PAYS TO KNOW THE ANSWERS

Hostess Borgia's guests often didn't, history records. In today's TV and radio advertising business, too, you can be slipped a mickie if not up-to-date on this fast-moving field's week-to-week developments. That's why the smart ones depend on BROADCASTING, the most authentic and complete reporter of everything new in TV-radio. Get-acquainted subscription brings you 26 weeks for $3.50! Order now—pay when billed.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

IN REVIEW

SHIRLEY TEMPLE'S STORYBOOK

This presentation of *Shirley Temple's Storybook* had as many elements of the fairy tale possible within the limits of an hour of evening time, less time for the Sealtest commercials. Even so, the story seemed played out by the time the usual ending—and they lived happily ever after—came about.

The "Magic Fishbone" was based on an original story by Charles Dickens. There was no doubting that fact. Inevitably, there was the commercial-house and childless baron in Londontown who fired his aging clerk just before Christmas—and the "clark" with seven children to care for and a widower at that. The fantasy was a rather harmless story with the obvious moral tacked on (faith or "wishing" will make it so; nobody gets anything for "nothing" etc. etc.)

This rather pleasant deviation for the viewer into the world of make-believe was full of Dickens-tested ingredients: the fishmonger's boy who loved the princess and went to China in the tea trade to make his fortune, the good fairy "Grand Marina," the seven children all wearing crowns, and good "Papa"—He would not trade his seven children for all the riches of the world. The fishbone? good for one wish only said the Grand Marina. A plot well paced but apparently padded, a process, it seems, film can do so easily.

Production costs: Approximately $150,000. Sponsored by John H. Breck Inc., Hill Bros. Coffee Inc. and Sealtest Div. of National Dairy Products Corp., all through N.W. Ayer & Son, on NBC-TV Tuesday, Aug. 19, 8-9 p.m., pre-empting The Investigator.

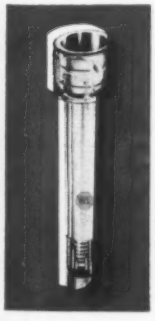
Production: Henry Jaffe Enterprises Inc. in association with Screen Gems Inc.; producer: Alvin Cooperman; director: Oscar Rudolph; teleplay: Margaret Fitts, based on original story by Charles Dickens; associate producers: Norman Lessing and Shelly Hull; executive consultant: Mitchell Leisen.

Stars: Barry Jones, Estelle Winwood, Leo G. Carroll, Lisa Daniels and Richard Lupino.

SEEN AND HEARD

NBC-TV made the airwaves crackle one morning last week when it let a viewer talk back over the *Today* show. The viewer was former Congressman F.A. Hartley (R-N.J.), co-author of the Taft-Hartley Act. He called to answer comments on labor legislation made on the program by Robert Kennedy, Senate labor rackets committee counsel. The producers telecast the impromptu debate as it developed between Mr. Kennedy on camera and Mr. Hartley on the telephone line, a bit made possible by the *Today* format which from 8-9 a.m. does a re-take of the 7-8 a.m. segment. The Kennedy-Hartley debate was a good news job and worthy of the show that consistently makes mornings such an interesting ramble around the world of ideas and matter.

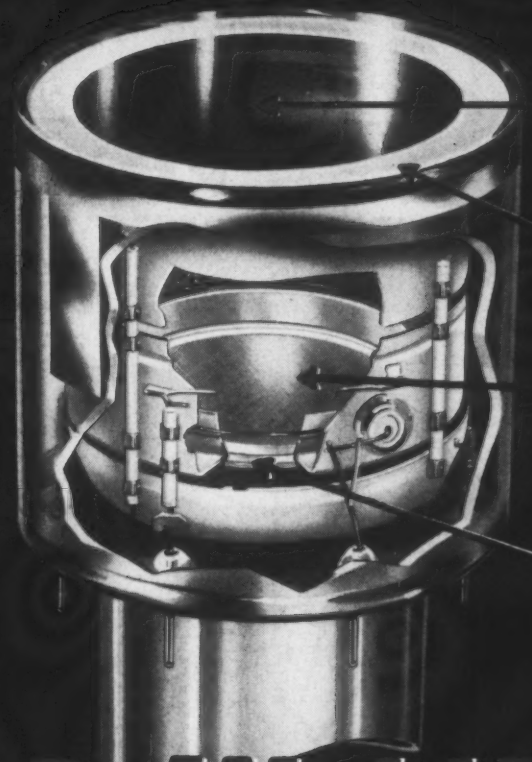
It's the matchless experience in camera tube design that puts RCA-5820's ...AHEAD IN LIFE.



This is an "inside look" at the famous RCA-5820 Image Orthicon. The design is backed by 25 years of research and manufacturing experience in television camera tubes. RCA originated it. And RCA continues to make improvements in this famous camera tube in accordance with the best tube engineering practice known.

Consider, for example, just a few of the important advantages now incorporated in RCA-5820's—MICRO-MESH and SUPER-DYNODE design. These two innovations alone (1) do away with dynode burn, (2) eliminate the need for defocusing to stop mesh pattern and moiré, (3) improve picture-signal output, (4) reduce tube cost per hour of camera operation.

Leader in camera tube development ever since the early days of electronic television, RCA today offers a complete line of TV camera tubes. Your RCA Electron Tube Distributor is "headquarters" for the entire RCA line of camera tubes.

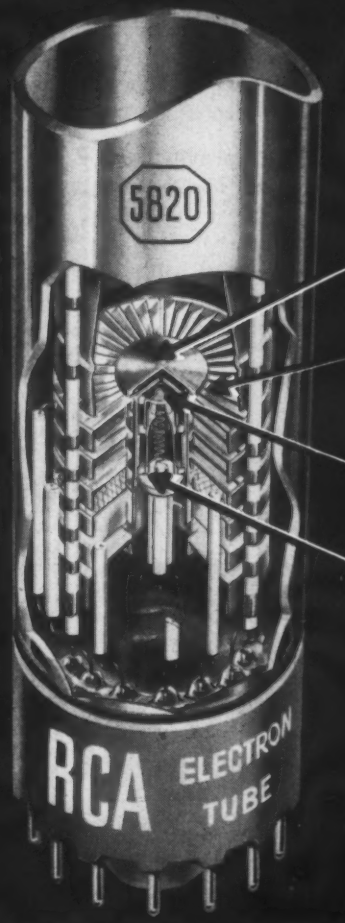


PHOTOCATHODE. Individually processed to give outstanding sensitivity.

OPTICAL GLASS FACEPLATE. For maximum freedom from picture distortion.

750-LINE MESH SCREEN. Precision "ruled" to provide 710,000 square openings. Aluminizing on gun side prevents picture smudge.

OPTICAL GLASS TARGET. Thickness held within 0.0001" variation to prevent lateral leakage. Provides freedom from blemishes, and permits excellent resolution.



EXCLUSIVE RCA SUPER-DYNODE DESIGN. Improves picture quality, increases tube life.

96 PRECISION-FORMED AND ALIGNED DYNODE FINS in intermediate stages of multiplier. Each fin precision "angled" — to assure extreme uniformity of signal gain.

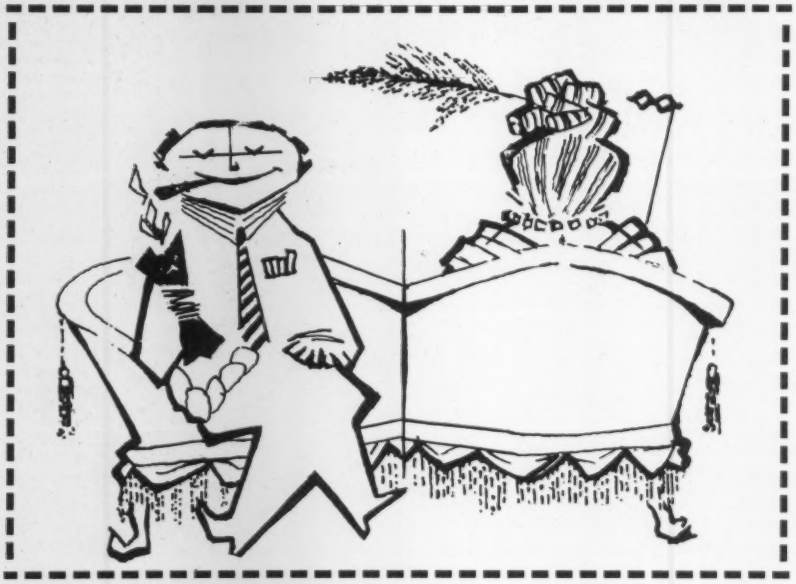
GOLD-PLATED CONTROL GRID prevents thermionic grid emission.

X-RAY INSPECTED GUN ASSEMBLY. For accurate alignment of parts and spacing of electrodes.

RADIO CORPORATION OF AMERICA

Electron Tube Division — *Harrison, N. J.*

K-NUZ *and only* K-NUZ *delivers the Largest Purchasing* POWER*



or Adult Spendable Income

Audience in the Houston Market!

* SPECIAL **PULSE** SURVEY (Apr.-May, 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston.

NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 AM to 6 PM Monday thru Friday.

Send for a Copy of SPECIAL PULSE (Purchasing Power Delivered by Houston Radio Stations—Apr.-May, 1958)

TO REACH THE PEOPLE WHO BUY IN HOUSTON—

IT'S K-NUZ—
STILL THE LOWEST COST PER THOUSAND BUY!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta

In Houston:
Call Dave Morris
JA 3-2581

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*Reg. U. S. Patent Office
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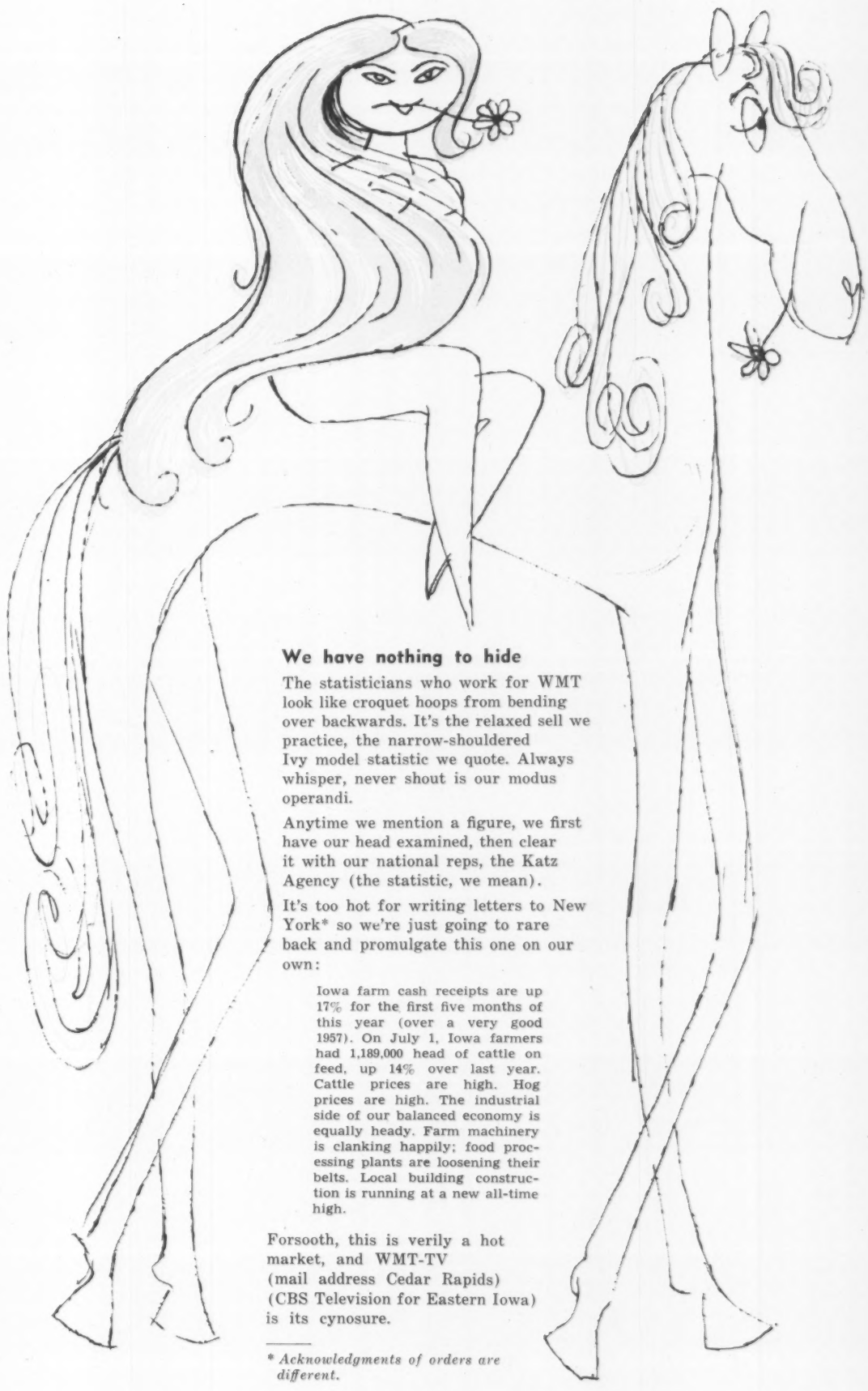

We have nothing to hide

The statisticians who work for WMT look like croquet hoops from bending over backwards. It's the relaxed sell we practice, the narrow-shouldered Ivy model statistic we quote. Always whisper, never shout is our modus operandi.

Anytime we mention a figure, we first have our head examined, then clear it with our national reps, the Katz Agency (the statistic, we mean).

It's too hot for writing letters to New York* so we're just going to rare back and promulgate this one on our own:

> Iowa farm cash receipts are up 17% for the first five months of this year (over a very good 1957). On July 1, Iowa farmers had 1,189,000 head of cattle on feed, up 14% over last year. Cattle prices are high. Hog prices are high. The industrial side of our balanced economy is equally heady. Farm machinery is clanking happily; food processing plants are loosening their belts. Local building construction is running at a new all-time high.

Forsooth, this is verily a hot market, and WMT-TV (mail address Cedar Rapids) (CBS Television for Eastern Iowa) is its cynosure.

* *Acknowledgments of orders are different.*

Other Official Films available for strip programming: Star Performance, formerly Four Star Playhouse–153 programs
Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue–156 programs • American Legend–80 prog

TROUBLE WITH FATHER

Still out-rating top network, local and syndicated shows—even in fourth and fifth runs—Stu Erwin's "TROUBLE WITH FATHER" proves strip programming is successful programming. 109 stations in every type of market have run these 130 films for leading national and regional sponsors.

Ratings prove "Trouble With Father" is still Number 1.

In Indianapolis, "TROUBLE WITH FATHER", in its FIFTH RUN, seen at 4:30 PM, pulled a rating of **17.8** against "Do You Trust Your Wife?" with **4.9** and "Movie Time" with **4.8**. In Huntington-Charleston, West Virginia, seen at 9:30 AM, "TROUBLE WITH FATHER", in its THIRD RUN, chalked up a rating of **12.3** against "The Morning Show" with **5.1**.

Sponsors prove "Trouble With Father" is a Number 1 Buy!

High ratings and tremendous appeal for every member of the family have made "TROUBLE WITH FATHER" a resounding success. These are some typical sponsors: *Beech-Nut Life Savers, Inc.* • *The Bon Ami Company* • *Brown and Williamson Tobacco Corp.* • *Continental Baking Co., Inc.* • *The Procter and Gamble Co.* *Standard Brands Incorporated* • *Whitehall Pharmacal Company*

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WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
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MORE LISTENERS
THAN ALL OTHER STATIONS
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LANSING

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RINTOUL &
McCONNELL, INC.

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81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to Edwin Kirk Wheeler

Spring brought a new perspective on living and learning this year to Edwin K. Wheeler, general manager of radio and television for the *Detroit News*. A privileged broadcaster, he had been chosen by his organization to participate in the Harvard Advanced Management Program. He studied with 150 other management representatives on the three-month "sabbatical study leave."

The routine became a familiar one—up at 7 a.m., first class at 8:45, a 45-minute coffee break, more classes, lunch, group discussions in the late afternoon and early evening and then dinner—six days a week, for 13 weeks, from February through May. And maybe explore the Boston area on weekends, or home to Detroit for a brief visit.

"It gave him an opportunity to meet and talk with management men in varied other fields and he feels it was most helpful in rounding his abilities as a broadcast administrator," Don DeGroot, assistant general manager of WWJ and WWJ-TV reports in discussing the boss' return to the stations. What's more, Mr. DeGroot adds, it gave Ed Wheeler more ammunition for his personal "believability" concept that has become the trademark of the stations' operation.

No one who knows Mr. Wheeler at all would doubt he'd carry this same approach—described by one colleague as "intensive drive and brisk accomplishment of purpose"—to Harvard's Hamilton Hall. An acknowledged specialist in labor relations, he took courses on business policy, business and society, cost and financial administration, marketing administration, administrative practices and labor relations.

Mr. Wheeler's personal credo of advertising, according to business associates and staff members, encompasses integrity of the advertiser, quality of product, value of services and validity of client claims and is acknowledged to run through the whole organization of WWJ and WWJ-TV. It's a philosophy that has worn well during a managerial tenure that started 16 years ago at WWJ, became fused into the newspaper side and spilled back over into tv. Last November Ed Wheeler was "old" enough (20 years in radio) to become eligible for the Broadcast Pioneers Club.

A native Detroiter (born Nov. 23, 1908), young Ed attended local public schools and recalls an early identification with the *Detroit News* as a delivery boy. He advanced his education with night extension courses at Wayne U. and the U. of Michigan in speech, semantics, journalism, advertising and radio.

Edwin Kirk Wheeler started his business career in sales promotion at the U.S. Rubber Co. in 1926 and 11 years later joined the sales department of WWJ (via a classified advertisement in the *Detroit News*). He was appointed manager of W45D, now WWJ-FM, and was among the first to become active in industry fm affairs. He became assistant general manager of WWJ in 1942. During World War II he served as liaison with government agencies and civic groups, supervised programming and handled station promotion, public relations and publicity.

Television came to Detroit March 4, 1947, and Mr. Wheeler added WWJ-TV to his responsibilities as assistant general manager. He also was assigned by the *News* to handle labor relations and contract negotiations for WWJ and WWJ-TV. His achievements proved so valuable the *News* pulled him over to the print side as business manager in 1949 ("The newspaper had twice as many unions as the broadcast properties," he recalls). He returned to WWJ and WWJ-TV as general manager in 1952.

Mr. Wheeler's growing stature in the industry won him other assignments: membership on NAB's labor relations advisory committee, a two-year term as secretary-treasurer of the NBC-TV Affiliates Committee and membership on the NBC Radio Affiliates program committee.

In this highly-competitive market, national spot is up 20% on WWJ-TV and radio is more than holding its own, says Ed Wheeler, who cites this as a vindication of certain convictions: (1) "We have strongly insisted on publishing and maintaining rate cards; (2) we've adopted a rubber stamp for agency contracts which specify against triple-spotting . . . we tell them we have never done it anyway."

Mr. Wheeler "raided" NBC on Aug. 10, 1953, for the hand of Mary Jo Peterson, a network actress from New York and Madison, Wis. Mr. Wheeler is a non-resident member of the New York Radio & Television Executives Club and charter member of the Society of Television Pioneers. In community affairs, he is a director of the Detroit Adcraft Club and belongs to the Detroit Economic Club's advisory board, Detroit United Foundation's board, Detroit Hearing Center's board, Junior Achievement of Southeastern Michigan's advisory board and the mayor's Detroit Tomorrow Committee. He likes spectator sports and is a voracious reader.

To call your signals for BIGGEST results in Detroit...

this ALL-AMERICAN BACKFIELD

will make you a winner on

WKMH

DETROIT'S DOMINANT SPORTS STATION

Van Patrick
WKMH Sports Director

"Van" is known coast to coast for his play-by-play coverage of all Detroit Tiger and Detroit Lions games plus the University of Michigan football games. Does 15 minute Sports Show Monday through Saturday, 6:30 p.m.

Robin Seymour
"Bobbin with Robin"

One of Michigan's most popular D.J.'s., ROBIN programs music weekdays 3 to 7 p.m., Sundays 3 to 6 p.m. Has a tremendous and loyal following.

Marty McNeely
"Marty's Morning Beat"

This brand new show from 6 to 10 a.m. Mon. thru Sat. features sparkling wake-up music . . . interviews with famous stars . . . is geared to *Detroit on the move.*

"Trader Bob"
Globe Trotting Raconteur

Originating nightly from the penthouse of the Sheraton-Cadillac, 8 p.m. to 1 a.m. Trader Bob intersperses his music with entertaining remarks about his travels.

New faces . . . new features . . . a new studio atop the Sheraton-Cadillac Hotel in downtown Detroit . . . give a new look to Detroit's dominant sports station. Advertisers who KNOW use the KNORR network. It's your best buy in the rich Detroit market

Save up to 15% by using 2 or more of these powerful stations

WKMH	WKMF	WELL	WSAM	WKHM
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USE 4 OR 5 STATIONS...SAVE 15% • USE ANY 3 STATIONS...SAVE 10% • USE ANY 2 STATIONS...SAVE 5%

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In the Syracuse Market

WSYR COVERS
*80% MORE RADIO HOMES
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This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually. There's another . . . even more important . . . reason why WSYR is far and away the leading station in one of America's truly important markets:

Quality Programming Delivers The Responsive Audience

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

**Nielsen Coverage Service No. 2*

Represented Nationally By

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NBC in Central New York

WSYR

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 8 AUGUST 25, 1958

MEASURING TV, A MASSIVE MEDIUM

- **Its mass is weighed by new Nielsen Coverage Service**
- **Its heartbeats will be recorded by new Arbitron**
- **Its uhf struggles are described in special analysis**

Television is getting a new payload of statistical selling and buying tools and a new program-ratings system this week.

The new buying and selling implements consist of the massive results of Nielsen Coverage Servive No. 3—the first nationwide, county-by-county updating of U. S. television station coverage since 1956. It shows whopping growth.

The new tv ratings service is American Research Bureau's Arbitron instant-ratings system. Hampered by technical installation problems that delayed its scheduled January start, Arbitron is now set to go in New York. Officials say free sample reports, initiated a week ago, will continue this week and commercial operation will start next Monday (Sept. 1). They say their seven-city network report via the instantaneous technique will follow shortly.

The NCS 3 reports, final tabulations of which were to be mailed to subscribers last week and this, spell out average daily, weekly and monthly coverage of all "reportable" stations, daytime and nighttime separately. Releasing highlights last week, Nielsen officials called it their "largest coverage service."

The highlights showed marked advances in such areas as gross monthly circulation of U. S. stations, number of stations available to and used by television audiences, set saturation and number of "reportable" stations.

In a companion study, prepared especially for BROADCASTING, the Nielsen organization also analyzed uhf audience developments in a number of sample markets—some mixed, some uhf-only. Although growth patterns varied from market to market, it showed a noticeable failure of uhf home usage to keep pace with overall tv growth in most of the mixed markets studied.

What NCS 3 shows

A steady pattern of growth was shown for television in new facts and figures released by the A. C. Nielsen Co. last week.

Made public as the firm started distribution of final tabulations of Nielsen Coverage Service No. 3 to its subscribers, highlights of that study included:

- Gross monthly circulation of U. S. television stations is 152,840,000 homes—up more than 10.4 million in two years.
- The average tv home tunes three to four stations regularly. The one-channel market is "a thing of the past."
- "Reportable" tv stations—those tuned at least once a month by at least 10% of all homes in a county—have increased by 14% since 1956, rising from 441 to 505. If stations that have changed channels are counted as new stations the increase is 17%, from 431 to 505.
- The 505 stations serve 42.4 million different tv homes.
- Tv set saturation has risen from 72.8% of all homes in 1956 to 83.9% in 1958.
- A total of 36 stations have monthly circulations exceeding one million homes, as compared to 29 such stations in 1956. The number with circulations below 250,000 is higher now than then (349 vs. 324), but as a percentage of all tv stations it is smaller (69% against 73%).
- A total of 45 states have gained new television service since 1956. Average gain per state: 3.5 stations. The average state gets service from 22 stations, up 19% since 1956, with more than half of this service originating at out-of-state stations.

These highlights from NCS 3 were released by John K. Churchill, vice president, and other Nielsen officials at a news conference in New York last Wednesday. The 1958-vs.-1956 comparisons relate to NCS 3, conducted last spring, and NCS 2, conducted in spring 1956.

Mr. Churchill said final tabulations of NCS 3 were being mailed to subscribers last week and this. He said agency subscribers would receive their material this week.

The 152.8 million gross monthly circulation for U. S. tv stations reflects a total monthly reach of 10.4 million homes for post-1956 stations. But total circulation has gained much more than 10.4 million since 1956. In the 1956 NCS 2 study no total gross circulation figures were computed. Thus the measurement of 1956 stations' circulation in 1958—totaling 142,386,000 homes—gives those stations the benefit of almost seven million homes that have acquired tv since 1956. The 1956 stations'

TEXT CONTINUED OVERLEAF

• **Arbitron in action .... page 32**

• **The uhf audience .... page 34**

Instant ratings—ready to go

The Arbitron tv instant-ratings service is all set to go commercial in New York Sept. 1 [CLOSED CIRCUIT, Aug. 18]. Director James W. Seiler of American Research Bureau, initiator and operator of the Arbitron system, said the New York sample should be at the commercial level this week and that free copies will be distributed until Sept. 1.

He also expected the Arbitron seven-city network ratings—called the multi-market network report—to be in operation about a week later. This will compile ratings on network programs simultaneously in Chicago, Philadelphia, Detroit, Cleveland, Baltimore and Washington in addition to New York. The Arbitron local service in Chicago is expected to be ready within a few weeks and local service in Los Angeles in about three months, Mr. Seiler reported.

Specially equipped home sets linked to a central office by telephone lines permit the instantaneous recording of ratings, via electronic computers, in the Arbitron system [ADVERTISERS & AGENCIES, Dec. 23, 9, 1957]. In the New York central office the local ratings are shown continuously in lights on a huge board (see pictures), as well as in permanent form as recorded every 90 seconds.

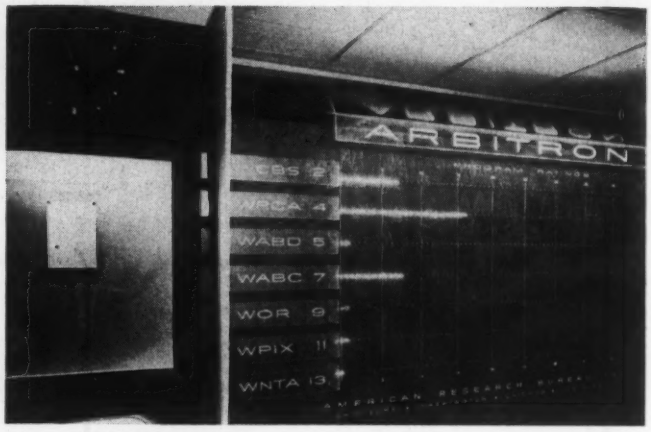
The New York service, originally set to start last January, has been delayed by difficulties in getting the telephone-line arrangements working satisfactorily. Officials said last week, however, that the New York sample would be up to commercial level this week —about 225 homes linked out of an ultimate sample of 300.

They said the seven-city service would eventually have 600 homes linked and probably would go commercial when the sample reaches 500. The Chicago local installation now has about one-half of the planned 203 homes connected and probably will be put on a commercial basis when the figure passes 150.

The Arbitron homes, ARB officials report, were selected by the most accurate statistical method possible. They have estimated, for example, that in New York an Arbitron rating of 10 would come within 1% of the actual tune-in for the entire New York area.

In New York, samples of the local service were distributed free last week to some 1,000 to 1,200 advertiser, agency and station executives. The free distribution will continue until Sept. 1; then reports will go only to subscribers.

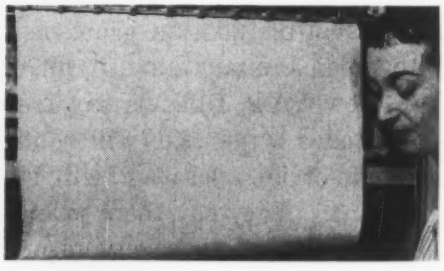
Agency subscribers—who officials said include 44 of the top 50 agencies—will get the daily reports as a substitute for the ARB diary reports at no additional charge for the present. Station subscription prices will range from $2,700 a month for the station with the highest hourly rate, down to about $800 a month for the station with the lowest rate. ARB officials said a number of stations had wanted to subscribe earlier but that ARB did not want to sign any until the service was set to go commercial.



7:57 p.m.: Near the end of this half-hour WRCA-TV is well out in front with *Win With a Winner*. WABC-TV's *Sugarfoot* and WCBS-TV's *Name That Tune* are sharing second honors almost equally, while rest of field are grouped.

ARBITRON IN ACTION

Here's how the Arbitron lights showed second-by-second changes in New York local television ratings in a demonstration test last Tuesday night. Each light bulb on the board represents two homes, linked by telephone lines with the Arbitron central office. There, electronic computers record the ratings every 90 seconds while the board shows tune-in and tune-out continuously, as they occur. At the same time, Arbitron recording machine (picture below) makes printed record of ratings every 90 seconds. This record is distributed to subscribers.



What NCS 3 shows *continued*

circulation, if measured in 1956, would necessarily have been much lower than the 142 million figure.

Overall, the average U. S. tv home was found to use 3.61 stations at least once a month.

On a weekly basis, home usage in the average county came to 2.4 stations daytime, 2.7 at night—as compared to 1.3 daytime and 1.5 at night in 1956. But homes are not using all the channels they can get. The study showed that in the average U. S. county 4.5 stations are available (compared to 4 in 1956).

In a special analysis of rural viewing—this also on a weekly rather than monthly basis—Nielsen showed that in the average county of less than 10,000 homes, viewers tune to 2.6 stations for evening programs (up from 1.2 stations in 1956) and to 2.4 stations for daytime shows (up from 1.1 in 1956). Yet the average rural county has 4.4 stations available.

The study also showed that 67.8% of the homes in rural counties own television sets. These represent 13.1% of all tv homes. In 1956, 51.4% of rural-county homes were tv equipped, representing 11.8% of all tv homes.

In metropolitan counties tv ownership has gone from 83.9% to 90.9% since 1956. In other large counties it has risen from 77.9% to 87.9%, and in medium counties from 63.1% to 78.6%.

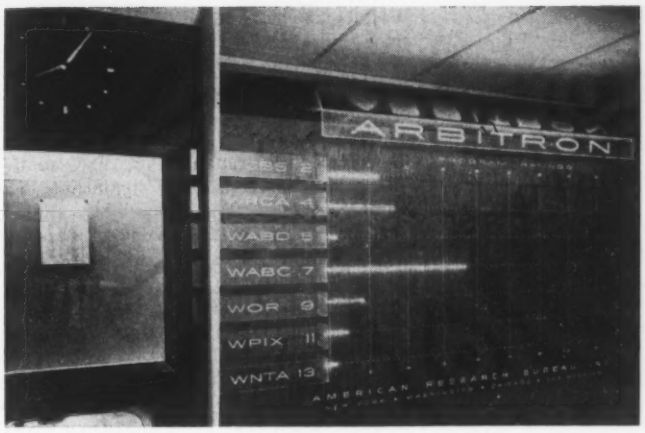
Texas leads all the other states in terms of increased service since 1956. Twelve additional stations now are seen in the state, bringing its total to 52 (of which 41 are located in Texas). Pennsylvania picked up only one new service, but ranks next to Texas in total services available—51 (of which 21, three fewer than in 1956, originate within its borders).

Delaware, Louisiana and New Jersey lost one service apiece between 1956 and 1958, while Michigan and the District of Columbia showed no change. New Jersey remains the only state without a television transmitter within its borders (but it receives service from 11 outside stations).

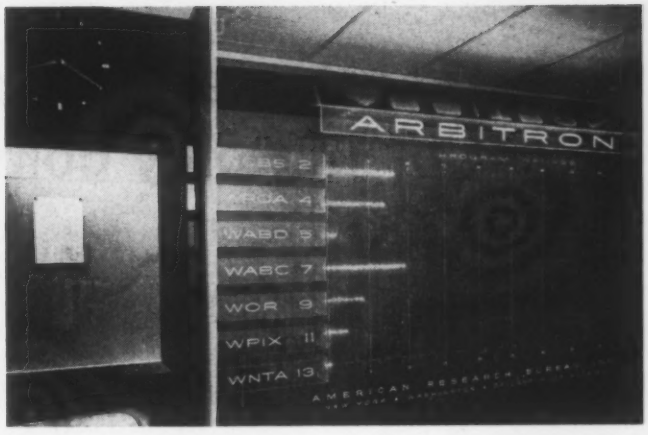
The 505 "reportable" stations found in the survey compare with 508 shown by FCC records to be on the air the first of March, at approximately the same time the Nielsen survey was made. This would indicate that three stations were not tuned at least once a month by as many as 10% of all the homes in any county.

In releasing data from NCS 3, Mr. Churchill called the study the most extensive tv coverage measurement yet conducted. He said information was compiled from more than 200,000 homes—some 50,000 more than the Nielsen company's original minimum goal. The study was sponsored by the three tv networks, more than 40 top agencies and advertisers and approximately 125 stations.

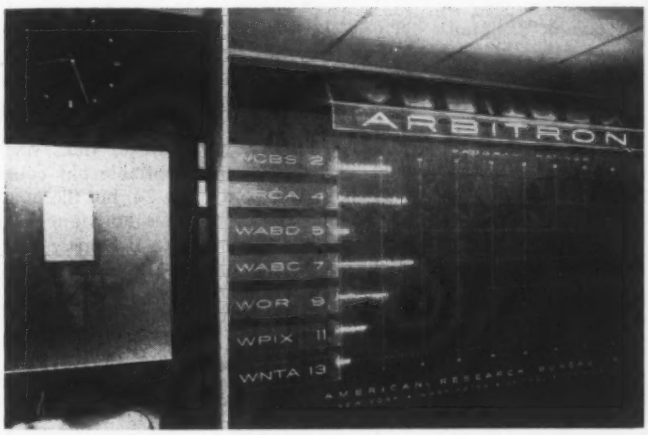
Unlike NCS 2, the new project did not cover radio. But Mr. Churchill said he could not really disagree with radio broadcasters generally in their feeling they were not "ready" for another nationwide coverage study at this time, only two years after the



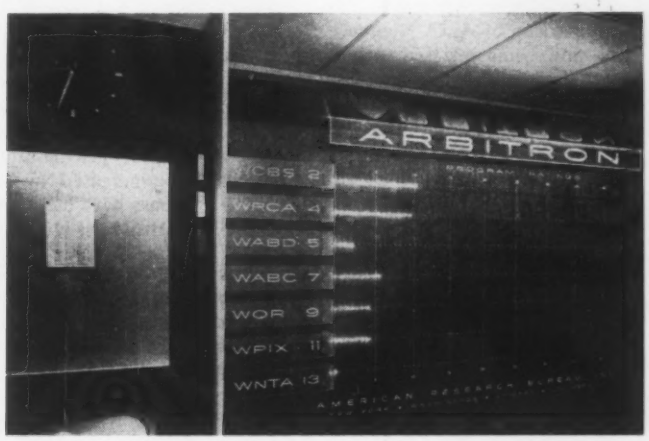
8:06 p.m.: Station break is past, new programs have started and *Sugarfoot,* going into its second half-hour, takes commanding lead. WRCA-TV has lost ground with *Shirley Temple Storybook,* WCBS-TV is holding its own with *Mr. Adams and Eve.*



8:20 p.m.: *Sugarfoot* has lost its big edge but still leads. WOR-TV, whose 90-minute *Million Dollar Movie* ("Five Came Back") is now 50 minutes along, is maintaining improvement it showed earlier, and WPIX (TV) is holding its Yankees baseball audience.



8:27 p.m.: WABC-TV and WRCA-TV are almost neck and neck, WCBS-TV has dropped back slightly. WOR-TV's *Million Dollar Movie* although in mid-picture, is beginning to move up. WPIX has added a few baseball fans. WNTA-TV, showing *Wrestling from Texas,* 8-9 p.m., varied little in rating.



8:33 p.m.: Programs have changed, and it's a new picture again. WCBS-TV is out front with *Keep Talking,* WRCA-TV and *Shirley Temple* are a close second, WABC-TV is third with *Wyatt Earp.* WPIX's baseball audience is still growing. WABD (TV) is moving up with *City Assignment.* WNTA-TV holds own.

last one. He pointed out that tv, a much newer medium, had grown rapidly in two years while radio, older and more entrenched, could not expect such big strides.

Mr. Churchill also stressed that NCS coverage figures "can be used with, but do not replace Nielsen's market-by-market Station Index ratings. Ratings and coverage are related very much the way that weather and climate are related.

"Weather is the specific condition hour by hour and day by day; like a rating, it changes. Climate . . . is the sum total of all the weather over long time periods. Like coverage it's the composite of many days, weeks and months.

"Coverage is an appraisal of daily, weekly or monthy tune-ins (daytime vs. nighttime) to a station, based upon county-by-county samplings. Coverage is similar to the circulation of magazines and newspapers and does not pinpoint station or network audiences at a specific quarter-hour or for a particular program as does a rating."

He cited eight "primary uses" of coverage data:

"1. By stations and networks, for aid in determining equitable rates—related to audience circulations.

"2. By stations and networks, in determining selection of affiliations with major extension of territory served.

"3. By agencies and advertisers, to select facilities capable of matching their product distribution needs or dealer territorial requirements.

"4. By agencies and advertisers, to allocate campaign costs against sales or other areas in proportion to overall reach of facilities used.

"5. By buyers and sellers alike, in determining areas for productive promotion and/or tie-in advertising.

"6. By audience researchers, to determine productive areas for additional research—by programs or audience characteristics.

"7. By all subscribers to determine areas of relative strength or weakness within a station coverage pattern or between competitive patterns.

"8. By engineers (and others) to analyze co-channel and adjacent channel interference or interference-free areas."

Agency and advertiser subscribers to NCS 3 as of Aug. 15 were listed as N. W. Ayer & Son, Ted Bates & Co., BBDO, Benton & Bowles, Blitz-Weinhard Co., Borden Co., Leo Burnett Co., Campbell-Ewald Co., Campbell-Mithun, Carter Products, Chrysler Corp., Cohen & Aleshire, Compton Adv., Cunningham & Walsh, Dancer-Fitzgerald-Sample, D'Arcy Adv., Erwin, Wasey, Ruthrauff & Ryan, William Esty Co., Fitzgerald Adv., Foote, Cone & Belding, Gardner Adv., Grey Adv., Bryan Houston, Kenyon & Eckhardt, Kudner Agency, Lang, Fisher & Stashower, Lennen & Newell, Liller, Neal & Battle Adv., Thomas J. Lipton Inc., J. M. Mathes, McCann-Erickson, Dan B. Miner Co., Needham, Louis & Brorby, Ogilvy, Benson & Mather, Potts-Woodbury, Procter & Gamble, John W. Shaw Adv., Walker Saussy Adv., Sullivan, Stauffer, Colwell & Bayles, Tatham-Laird, J. Walter Thompson Co., Van Sant Dugdale & Co., Geoffrey Wade Adv., Weiner & Gossage Adv. and Young & Rubicam.

How uhf circulation is affected by vhf or uhf-only competition

What happens to the uhf audience when a vhf station moves into what had been an all-u market? Does it continue to grow, or does it level off—or slide back? How does its movement—whatever the direction—stack up against uhf viewing in markets that remain all-u?

These questions have bothered advertisers and agencies, along with station operators, since the beginning of intermixture. In terms of specific programs they have been answered by ratings, but now—for the first time—it is possible to answer them on the broader basis of overall station coverage and levels of actual usage.

These answers become available through a comparison of A. C. Nielsen Co.'s NCS 3 data, now being released to subscribers (see page 31), with similar findings in NCS 2, conducted in 1956.

To give a before-and-after glimpse of uhf, Henry Rahmel, general manager of the Nielsen Broadcast Division, released to BROADCASTING the 1958-vs.-1956 findings in a number of sample markets, some mixed and some uhf-only.

These samples show one reasonably clear trend in long-range audience reaction to the introduction of a v into a u market: When a market becomes mixed, the growth in uhf user homes—homes watching uhf at least once a month—does not keep pace with the growth in total tv homes.

Even this conclusion must be stated as a generality, because in one mixed market "uhf user homes" increased just a bit more (on a percentage basis, not numerically) than total tv homes—and in one uhf-only market the percentage rate of uhf growth lagged a bit behind the growth in all tv homes. (Among the sample markets, even those without a vhf station can receive some vhf service from "outside.")

In only one of six instances, however, did the gain in uhf user homes exceed the gain in tv homes on a numerical basis. The exception: Springfield-Greenfield, Mass. This is possible because Nielsen measures uhf usage, not uhf ownership; Thus it would be possible for uhf usage to show an increase even if no new sets were installed.

Despite the failure of uhf to grow apace with tv generally, it should be noted that in every market in the sample that Nielsen provided to BROADCASTING, uhf user homes were substantially higher than in 1956. This is not true in the U. S. as a whole, where the total number of uhf stations has fallen off since 1956. Nielsen released figures a fortnight ago showing that the nation's uhf user homes had dropped 8%, from 3,864,560 in 1956 to 3,563,960 in 1958 [STATIONS, Aug. 11].

Market by market, here is how uhf has fared since 1956 in the sample markets. Coverage data is from Nielsen; station information from BROADCASTING'S records. (For details, see accompanying tables.)

Fresno, Calif. This market has three stations, two uhf and one v. The u's, ch. 47 KJEO and ch. 24 KMJ-TV, started in 1953. The v, ch. 12 KFRE-TV started in May 1956, too late for the NCS measurement that year. Thus the Fresno data presents the picture of a market which for two years now has been mixed. In these two years, what has happened?

The number of "reportable" uhf counties (those where at least 10% of all homes watch uhf at least once a month) is unchanged, seven. The number of counties where home usage is maximum—that is, where 80 to 100% of all homes use uhf at least once a month—has dropped from six to five, but there is one new county in the 50-79% bracket and one in the minimum 10-24% group. The number of television homes in these seven counties has risen 34.9%, while the number of uhf user homes has gained almost one-third less, or 24.9%. Yet the number of homes using uhf has increased by almost 43,000 (Total tv homes have increased 70,000.)

Hartford-New Britain, Conn. Here again there are two pre-1956 uhf stations (ch. 18 WHCT, started in 1954, and ch. 30 WNBC, started in 1953) and one post-1956 v, ch. 3 WTIC-TV, started in 1957). The u's are both network-owned.

In this case the number of reportable uhf counties has increased from six to seven, with three in each year having 80 to 100% of their respective homes classified as uhf users. The only difference in the county classification is that in 1958 two counties instead of one fall into the 10-24% group.

The number of uhf user homes in the area has increased from 256,400 to 318,-230, but this 24.1% gain in uhf is only one-half as large as the 48.8% increase in tv homes generally (up from 325,790 to 484,860).

Norfolk, Va. Here two u's are battling two v's, but once more the u's were there first. Ch. 15 WVEC-TV and ch. 27 WTOV-TV started within a few weeks of each other in 1953. Ch. 3 WTAR-TV and ch. 10 WAVY-TV both commenced since the 1956 NCS study.

In this case the number of reportable uhf counties has dropped from 11 to 8—but the number of uhf user homes not only has increased, but has done so at a faster rate—percentage wise, not numerically—than total tv homes. UHF user homes have gone from 85,670 to 99,970 for a gain of 16.7%, while total tv homes have risen from 175,-890 to 203,210 for a gain of 15.5%. Just under half of all tv homes in the area are classified as uhf users.

Elkhart-South Bend, Ind. This is a market where the only vhf service comes from outside. All three of its uhf stations date back before the NCS 2 survey, but two of them were using other channels then. WSBT-TV and WSJV (TV) have both moved to chs. 22 and 28 since 1956. WNDU-TV has been on the air on ch. 16 since mid-1955.

Although the market has no vhf station, the number of reportable uhf counties has dropped from 14 to 12. The two lost counties, however, were just above minimum reporting standards in 1956, so this loss cannot be considered significant. The number of uhf user homes has climbed 11.8% from 128,870 to 144,130) while total tv homes have increased 10% (180,-510 to 198,530).

Springfield-Greenfield, Mass. This market study shows the effect (at least in this one instance) of adding a uhf satellite to an all-u market. Ch. 22 WWLP (TV) and ch. 40 WHYN-TV commenced operations in 1953; WWLP added a satellite on ch. 32 in mid-1957.

The number of reportable uhf counties has not changed—six in each survey. One county has slipped in its home-usage level. Even so, the number of uhf user homes has grown by 17.5% (from 257,790 to 302,860) as compared to a 12.4% increase in total tv homes (309,780 to 348,090).

Fort Wayne, Ind. Here is a three-station uhf market. Ch. 15 WANE-TV and ch. 33 WKJG-TV have been competing since pre-1956, and ch. 21 WPTA (TV) has come on in nearby Roanoke, Ind., since then. The number of reportable uhf counties has grown from 23 to 24, but the number of uhf user homes has not quite kept pace with the growth in total homes. Total tv homes are up 21.2% (206,740 to 250,-630) while uhf user homes are up 20.6% (173,850 to 209,580).

Signal isn't everything

It takes more than signal strength to build a television audience. To make this point, A. C. Nielsen Co. cited a case taken from its new NCS 3 studies.

Without naming stations involved, Nielsen vice president John Churchill said:

"A new and an established vhf station both serve several counties in common. Much of their programming is identical, and their signal enters the common counties from different directions—a differential of 90 degrees.

"Engineers would say that both stations have equal and adequate signals in both counties, but to make full use of the new station, the typical tv home in these areas would have to do some, or perhaps all, of the following:

"Discover the new station accidentally, or as a result of promotion, at a point on the dial previously dead; abandon loyalty to an 'old friend' and stop viewing the established station; rotate their antenna 90 degrees to face the new station rather than the established one; increase the high-band efficiency of their antenna, since all television stations in the area prior to the new station used the lower channels.

"By spring of 1958, after almost a year of operation, in county A the new station had three-quarters of the coverage of the established station. In county B it reached less than one-quarter as many homes as are served by the established station.

"This example demonstrates that the ability to serve a home with adequate signal is often but the first step in building an audience."

THE MAIN FINDINGS OF NCS 3

Gross monthly circulation of all reportable stations

	1958 "Homes Reached"	No. of Stations Per U.S. Tv Home
1956 Reportable Stations	142,386,000	3.38
Newly Reportable Stations ('58)	10,454,000	.23
1958 Total	152,840,000	3.61

Number of stations by size of monthly circulation

	1956		1958	
	Number	Percent	Number	Percent
Over 1,000,000 circ.	29	7	36	7
500,000—1,000,000	27	6	34	7
250,000—500,000	61	14	86	17
Under 250,000	324	73	349	69
Total reportable stations	441	100%	505	100%

Penetration of tv in average counties of various sizes

No. of Counties	Size (Total Homes)	Reportable Tv Stations	Stations Used Weekly Per Home Daytime	Nighttime
		1956		
77	Over 100M	4.7	1.9	2.7
240	25-100M	4.5	1.8	2.2
317		4.6	1.8	2.4
508	10-25M	4.2	1.5	1.7
2,248	Under 10M	3.9	1.1	1.2
3,073	U. S. Average	4.0	1.3	1.5
		1958		
84	Over 100M	4.9	2.6	3.5
243	25-100M	4.7	2.4	3.1
327		4.7	2.5	3.2
515	10-25M	4.7	2.5	2.9
2,233	Under 10M	4.4	2.4	2.6
3,075	U. S. Average	4.5	2.4	2.7

Note: The above table is based on the average county situation, not the average home weighted by population. Thus, these figures need not check out with the average home data from NTI. This is deliberate.

Number of stations with circulation in each state

	Number of Stations Serving State By State of Origin		By Reportable Coverage in State	
	1956	1958	1956	1958
Alabama	8	9	22	25
Arizona	7	8	7	9
Arkansas	5	6	19	23
California	29	29	31	33
Colorado	9	9	13	18
Connecticut	3	5	18	21
Delaware	1	1	10	9
Dist. of Columbia	4	4	4	4
Florida	14	16	19	22
Georgia	13	12	22	24
Idaho	4	5	11	12
Illinois	19	20	40	44
Indiana	13	16	28	31
Iowa	11	12	26	29
Kansas	6	7	21	25
Kentucky	3	5	23	27
Louisiana	11	12	19	18
Maine	5	6	9	11
Maryland	4	4	17	19
Massachusetts	6	8	13	17
Michigan	13	12	30	30
Minnesota	8	9	19	23
Mississippi	3	6	16	23
Missouri	16	15	27	32
Montana	4	6	7	14
Nebraska	6	9	18	22
Nevada	3	4	5	11
New Hampshire	1	1	9	14
New Jersey	—	—	12	11
New Mexico	4	6	12	20
New York	21	24	33	34
North Carolina	13	12	26	31
North Dakota	6	9	8	12
Ohio	19	19	33	36
Oklahoma	8	9	23	27
Oregon	5	8	18	20
Pennsylvania	24	21	50	51
Rhode Island	2	2	5	8
South Carolina	8	8	15	16
South Dakota	2	5	8	11
Tennessee	11	14	16	22
Texas	35	41	40	52
Utah	3	4	3	6
Vermont	1	1	10	14
Virginia	9	12	25	31
Washington	10	13	17	19
West Virginia	7	8	20	26
Wisconsin	12	13	30	33
Wyoming	1	4	11	15
Canadian & Mexican	11	16	20	30
Total	441	505	938	1,115

THE UHF AUDIENCE: TWO-YEAR HISTORY

Fresno, Calif.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	7	—	1	—	6	201,020	172,330	85.7
NCS 3	7	1	—	1	5	271,270	215,270	79.4
% Change						+34.9	+24.9	

* Counties where at least 10% of total homes are uhf user-homes.

Hartford, Conn.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	6	1	2	—	3	325,790	256,400	78.7
NCS 3	7	2	2	—	3	484,860	318,230	65.6
% Change						+48.8	+24.1	

* Counties where at least 10% of total homes are uhf user-homes.

Norfolk, Va.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	11	6	3	2	—	175,890	85,670	48.7
NCS 3	8	1	5	2	—	203,210	99,970	49.2
% Change						+15.5	+16.7	

* Counties where at least 10% of total homes are uhf user-homes.

South Bend, Ind.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	14	4	1	—	9	180,510	128,870	71.4
NCS 3	12	1	3	1	7	198,530	144,130	72.6
% Change						+10.0	+11.8	

* Counties where at least 10% of total homes are uhf user-homes.

Springfield, Mass.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	6	—	2	1	3	309,780	257,790	83.2
NCS 3	6	—	3	—	3	348,090	302,860	87.0
% Change						+12.4	+17.5	

* Counties where at least 10% of total homes are uhf user-homes.

Fort Wayne, Ind.

	REPORTABLE UHF COUNTIES* Total by uhf home usage 10-24%	25-49%	50-79%	80-100%	REPORTABLE UHF AUDIENCE Total tv homes in uhf counties	uhf user homes	% total uhf area tv homes using uhf
NCS 2	23	—	1	10	12	206,740	173,850	84.1
NCS 3	24	2	2	2	18	250,630	209,580	83.6
% Change						+21.2	+20.6	

* Counties where at least 10% of total homes are uhf user-homes.

SPOT TV SOARS TO NEW RECORD

- **Gain of 9.4% recorded during second quarter, TvB finds**
- **Procter & Gamble far in lead with Lever ranking next**

Advertisers spent $130,353,000 for spot television time during the second quarter of 1958, nearly 10% more than the same period in 1957.

The gain is shown in compilations of spot totals released today (Aug. 25) by Television Bureau of Advertising. TvB President Norman E. Cash said the total represented the highest quarterly figure in spot tv history.

A week ago, TvB released the total network tv time expenditures of advertisers for the second quarter. That total was $139,338,596 [ADVERTISERS & AGENCIES, Aug. 18]. First quarter tv network and spot total was $262,766,116, bringing the combined network-spot total for the first six months to $532,457,712.

The network figures are compiled for TvB by Leading National Advertisers and Broadcast Advertisers Report; the spot figures by N. C. Rorabaugh Co. All figures are gross time charges.

Mr. Cash said the analysis of the 275 stations reporting in the second quarters of last year and this year showed an increase of 9.4% in spot tv expenditures for those stations. (The estimated advertiser expenditure for the first quarter of this year reflected reports from 329 stations and represented a 9.7% increase over the same period last year.)

In the spot tv breakdown for the quarter, Procter & Gamble was in first place with $8,454,700 (for that quarter in network, P & G had hit $13,057,882). Lever Bros. was in second place in the spot tv listing for the quarter, moving up from $2,011,200 spent in the second quarter last year to $4,636,800 in the second quarter of 1958. Colgate-Palmolive was third with $4,180,400. Eighteen advertisers spent over $1 million in spot tv during the second quarter.

There were eight advertisers in the 100 top spot spenders for the first time in any quarter: Blatz Brewing Co., Canada Dry Co. Bottlers, Frenchette Co., Gulf Oil Corp., Hoffman Beverage Co. Bottlers, S. C. Johnson & Son, Jacob Ruppert Brewery and Sun Oil Co.

Categories showing percentage increases the second quarter of this year compared with the same period of a year ago: ale, beer and wine up 15%; dental products 173%; household cleaners, cleansers, polishes, etc. 50%; household laundry products 78%; sporting goods, bicycles, toys 179%.

Among the spot advertisers appearing in the top 100 in the second quarter of 1958 which increased their expenditures materially compared to the same quarter 1957 were: Adell Chemical Co., from $700,300 to $2,961,800; American Home Products from $850,000 to $1,880,500; Bristol-Myers Co., from $409,400 to $732,500; Colgate-Palmolive Co., from $1,777,800 to $4,180,400; Drug Research Corp., from $8,800 to $717,200; General Mills, from $119,200 to $713,800; Andrew Jergens Co., from $46,600 to $965,200; Lever Brothers Co., from $2,011,200 to $4,636,800; Parker Pen Co., from $109,600 to $404,500; Procter & Gamble Co., from $6,518,900 to $8,454,700; Safeway Stores, Inc., from $243,100 to $336,000; Salada-Shirriff-Horsey from $155,900 to $495,000; Standard Brands, Inc., from $286,700 to $967,600; Ward Baking Co. from $21,000 to $484,600.

PRODUCT SPENDING

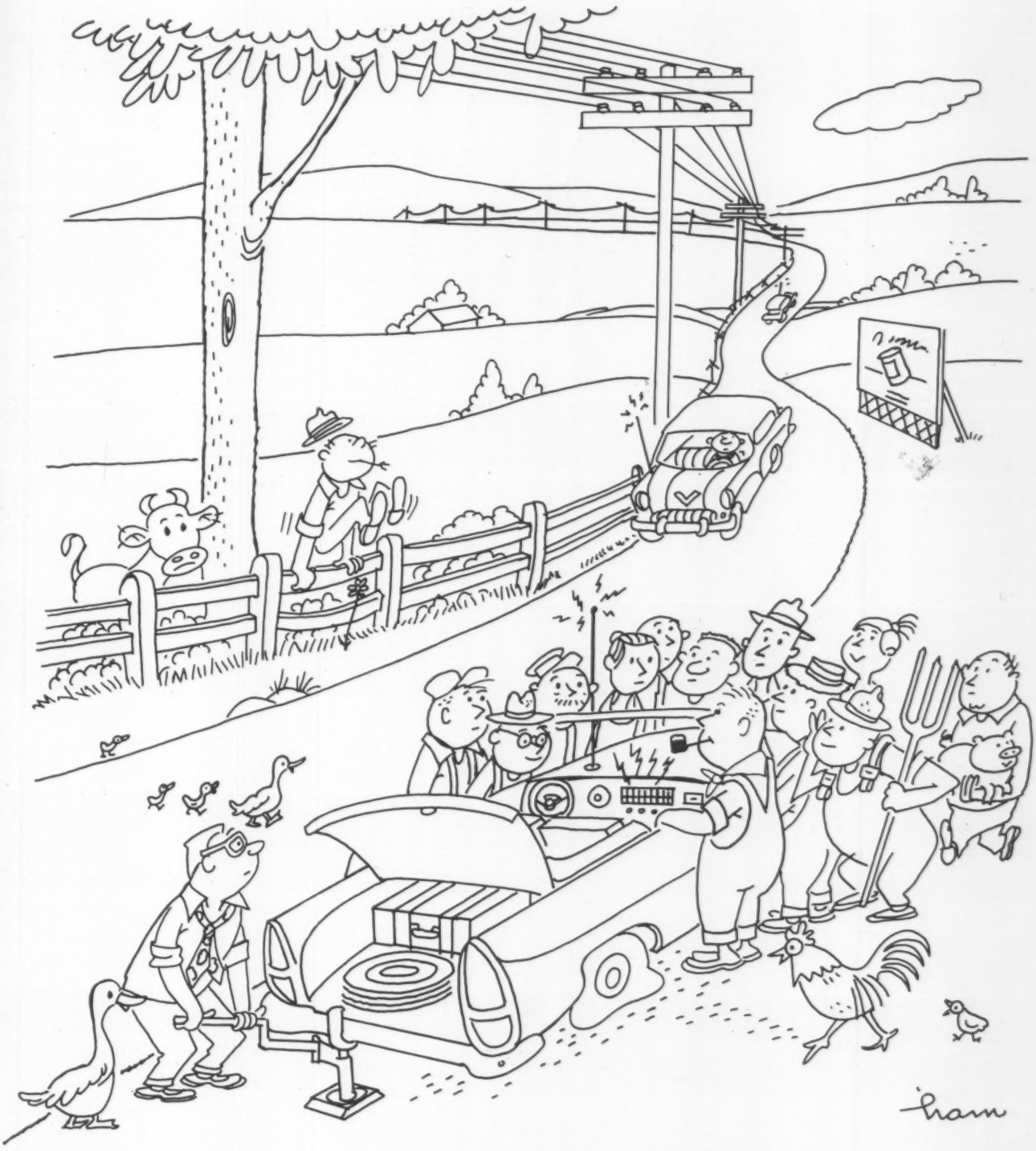
2nd QUARTER 1958—Estimated Expenditures of National and Regional Spot Television Advertisers by Product Classification:

AGRICULTURE	**$ 289,000**
FEEDS, MEALS	169,000
MISCELLANEOUS	120,000
ALE, BEER & WINE	**11,603,000**
BEER & ALE	10,746,000
WINE	857,000
AMUSEMENTS, ENTERTAINMENT	**168,000**
AUTOMOTIVE	**1,915,000**
ANTI-FREEZE	——
BATTERIES	——
CARS	917,000
TIRES & TUBES	541,000
TRUCKS & TRAILERS	37,000
MISCELLANEOUS ACCESSORIES & SUPPLIES	420,000

CONTINUED *on page 39*

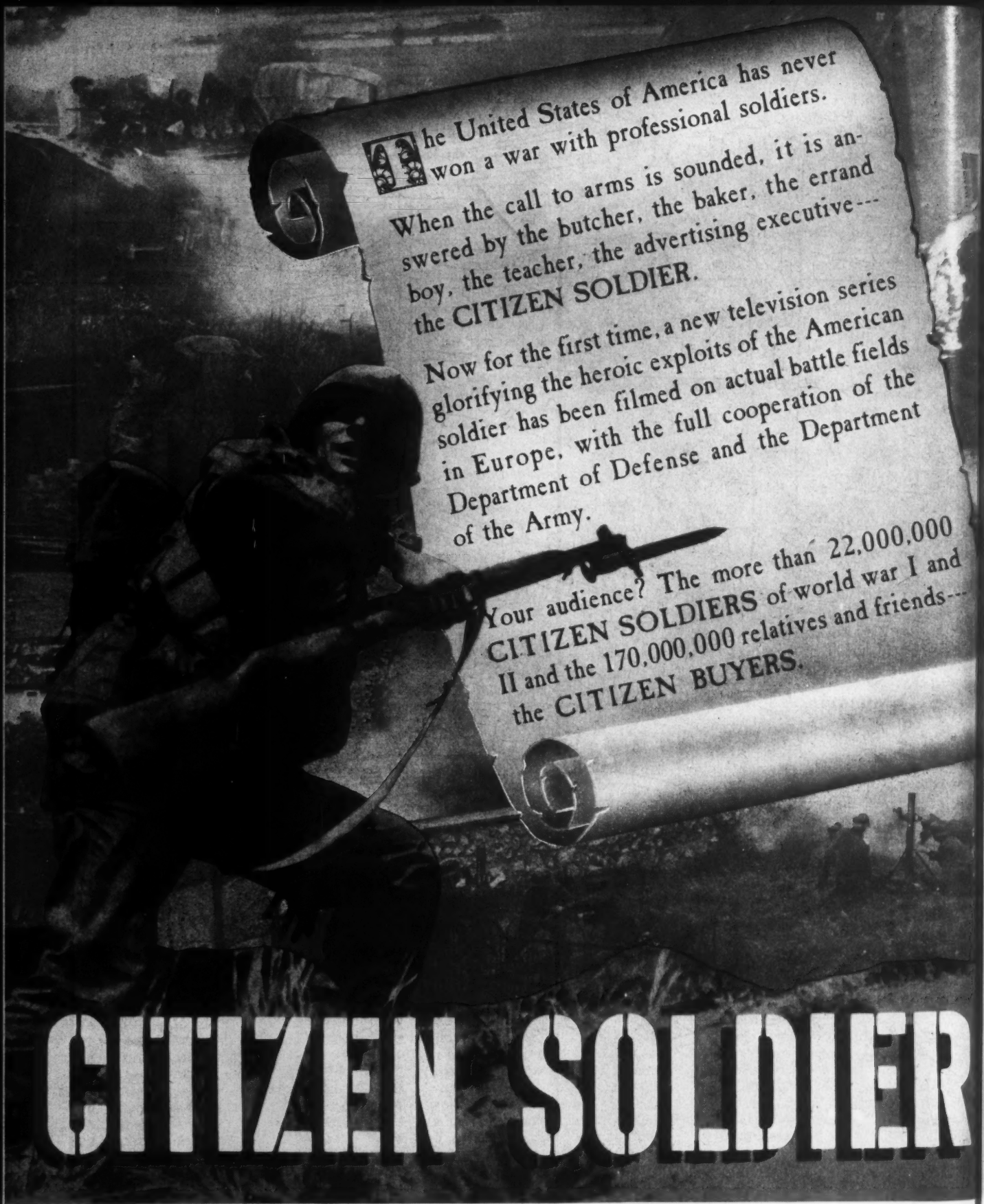
WHAT THE TOP 100 SPENT IN SPOT TV

1. PROCTER & GAMBLE	$8,454,700	**34.** DRUG RESEARCH CORP.	717,200	**68.** DR. PEPPER BOTTLERS	377,900
2. LEVER BROTHERS	4,636,800	**35.** GENERAL MILLS	713,800	**69.** CORN PRODUCTS REFINING	374,700
3. COLGATE-PALMOLIVE	4,180,400	**36.** ANHEUSER-BUSCH	713,400	**70.** B. T. BABBITT CO.	374,600
4. BROWN & WILLIAMSON	3,237,700	**37.** R. J. REYNOLDS	676,500	**71.** HILLS BROS. COFFEE	371,300
5. GENERAL FOODS	3,110,300	**38.** PABST BREWING	649,200	**72.** GREAT A & P TEA	368,200
6. ADELL CHEMICAL	2,961,800	**39.** FALSTAFF BREWING	640,500	**73.** M. J. B. CO.	366,600
7. CONTINENTAL BAKING	2,390,500	**40.** LIGGETT & MYERS	582,600	**74.** AMERICAN BAKERIES	365,100
8. MILES LABS	1,917,200	**41.** MARATHON CORP.	555,500	**75.** PACIFIC TEL. & TEL.	359,800
9. AMERICAN HOME PRODUCTS	1,880,500	**42.** ALBERTO-CULVER	519,500	**76.** NESTLE	350,400
10. P. LORILLARD	1,653,200	**43.** FRENCHETTE CO.	515,000	**77.** SCHAEFER BREWING	349,800
11. PHILIP MORRIS	1,339,400	**44.** PIEL BROS.	513,600	**78.** EXQUISITE FORM BRAS	348,100
12. NATIONAL BISCUIT	1,286,300	**45.** DUMAS-MILNER	506,700	**79.** AMERICAN SUGAR REFINING	347,200
13. CARTER PRODUCTS	1,253,600	**46.** SCHLITZ BREWING	506,700	**80.** U. S. RUBBER	345,900
14. INTERNATIONAL LATEX	1,188,400	**47.** WILLIAM WRIGLEY JR. CO.	506,500	**81.** SAFEWAY STORES	336,000
15. COCA-COLA BOTTLERS	1,118,500	**48.** SALADA-SHIRRIFF-HORSEY	495,000	**82.** JACOB RUPPERT BREWERY	331,300
16. STERLING DRUG	1,109,200	**49.** WARD BAKING	484,600	**83.** QUAKER OATS	323,200
17. CHARLES ANTELL	1,095,400	**50.** SWIFT & CO.	484,100	**84.** TIDY HOUSE PRODUCTS	321,000
18. WARNER-LAMBERT PHARMACEUTICAL	1,073,600	**51.** AMERICAN TOBACCO	483,800	**85.** ATLANTIC REFINING	316,000
19. STANDARD BRANDS	967,600	**52.** P. BALLANTINE & SONS	480,800	**86.** HOFFMAN BEVERAGE BOTTLERS	315,300
20. PEPSI-COLA BOTTLERS	967,000	**53.** J. A. FOLGER & CO.	461,300	**87.** MAYBELLINE	314,900
21. ANDREW JERGENS	965,200	**54.** BURGERMEISTER BREWING	460,000	**88.** CARLING BREWING	309,500
22. TEXIZE CHEMICAL	900,500	**55.** HAROLD F. RITCHIE INC.	456,900	**89.** FORD MOTOR	301,800
23. FOOD MANUFACTURERS INC.	871,900	**56.** H. J. HEINZ CO.	455,800	**90.** KROGER	301,600
24. S. C. JOHNSON & SON	871,000	**57.** U. S. BORAX & CHEMICAL	446,300	**91.** MAX FACTOR	300,100
25. GILLETTE	857,500	**58.** THEO. HAMM BREWING	432,300	**92.** INTERSTATE BAKERIES	294,200
26. ROBERT HALL	843,000	**59.** STANDARD OIL (IND.)	428,700	**93.** RAYCO MFG.	292,700
27. TEXAS CO.	820,100	**60.** NORWICH PHARMACAL	416,200	**94.** BEST FOODS	292,600
28. ESSO STANDARD OIL	817,900	**61.** PHILLIPS PETROLEUM	406,600	**95.** SARDEAU INC.	290,100
29. BULOVA WATCH	812,600	**62.** GENERAL CIGAR	405,600	**96.** WEIDEMANN BREWING	286,600
30. SHELL OIL	807,700	**63.** PARKER PEN	404,500	**97.** BLATZ BREWING	280,700
31. NEHI BOTTLERS	768,800	**64.** BLOCK DRUG	399,400	**98.** HUNT FOODS	278,800
32. BRISTOL-MYERS	732,500	**65.** KELLOGG	395,100	**99.** AMERICAN HEALTH STUDIOS	277,500
33. GULF OIL	727,000	**66.** CANADA DRY BOTTLERS	383,500	**100.** E. & J. GALLO WINERY	273,600
		67. SUN OIL	380,600		



They're All Listening to **AP** *News*

(Mats are available to AP members on request)


The United States of America has never won a war with professional soldiers.
When the call to arms is sounded, it is answered by the butcher, the baker, the errand boy, the teacher, the advertising executive--- the CITIZEN SOLDIER.
Now for the first time, a new television series glorifying the heroic exploits of the American soldier has been filmed on actual battle fields in Europe, with the full cooperation of the Department of Defense and the Department of the Army.
Your audience? The more than 22,000,000 CITIZEN SOLDIERS of world war I and II and the 170,000,000 relatives and friends--- the CITIZEN BUYERS.

CITIZEN SOLDIER

ALREADY SOLD TO SUCH BLUE-CHIP ADVERTISERS AS . . .

Joseph Schlitz Brewing Company • Conoco Oil Company • Midland Federal Savings & Loan Assn.

and in addition . . .

WNBQ Chicago	WTCN Minneapolis	KONO San Antonio	KLZ Denver
WHDH Boston	WLWI Indianapolis	WTAE Pittsburgh	KLOR Salt Lake City
WISN Milwaukee	WCKT Miami	WBAL Baltimore	KOAT Albuquerque
WTIC Hartford	WFAA Dallas	WTOP Washington	KOLD Tucson
KING Seattle	KELP El Paso	WBRE Wilkes-Barre	KPHO Phoenix
KXLY Spokane	KVII Amarillo	KTTV Los Angeles	KFRE Fresno

FLAMINGO TELEFILM SALES CO. 509 Madison Ave., N. Y. C. • MU 8-4800

BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	**1,130,000**
FIXTURES, PLUMBING, SUPPLIES	165,000
MATERIALS	175,000
PAINTS	712,000
POWER TOOLS	6,000
MISCELLANEOUS	72,000
CLOTHING, FURNISHINGS, ACCESSORIES	**2,984,000**
CLOTHING	2,377,000
FOOTWEAR	552,000
HOSIERY	50,000
MISCELLANEOUS	5,000
CONFECTIONS & SOFT DRINKS	**7,648,000**
CONFECTIONS	2,145,000
SOFT DRINKS	5,503,000
CONSUMER SERVICES	**3,771,000**
DRY CLEANING & LAUNDRIES	26,000
FINANCIAL	502,000
INSURANCE	723,000
MEDICAL & DENTAL	32,000
MOVING, HAULING, STORAGE	58,000
PUBLIC UTILITIES	1,884,000
RELIGIOUS, POLITICAL, UNIONS	285,000
SCHOOLS & COLLEGES	29,000
MISCELLANEOUS SERVICES	232,000
COSMETICS & TOILETRIES	**12,565,000**
COSMETICS	1,342,000
DEODORANTS	1,141,000
DEPILATORIES	64,000
HAIR TONICS & SHAMPOOS	2,808,000
HAND & FACE CREAMS, LOTIONS	721,000
HOME PERMANENTS & COLORING	1,650,000
PERFUMES, TOILET WATERS, ETC.	308,000
RAZORS, BLADES	249,000
SHAVING CREAMS, LOTIONS, ETC.	386,000
TOILET SOAPS	3,479,000
MISCELLANEOUS	417,000
DENTAL PRODUCTS	**4,923,000**
DENTRIFICES	4,381,000
MOUTHWASHES	285,000
MISCELLANEOUS	257,000
DRUG PRODUCTS	**8,841,000**
COLD REMEDIES	932,000
HEADACHE REMEDIES	1,820,000
INDIGESTION REMEDIES	2,037,000
LAXATIVES	884,000
VITAMINS	753,000
WEIGHT AIDS	704,000
MISCELLANEOUS DRUG PRODUCTS	1,530,000
DRUG STORES	181,000
FOOD & GROCERY PRODUCTS	**32,255,000**
BAKED GOODS	7,232,000
CEREALS	2,332,000
COFFEE, TEA & FOOD DRINKS	6,893,000
CONDIMENTS, SAUCES, APPETIZERS	1,908,000
DAIRY PRODUCTS	2,336,000
DESSERTS	344,000
DRY FOODS (FLOUR, MIXES, RICE, ETC.)	1,743,000
FRUITS & VEGETABLES, JUICES	1,975,000
MACARONI, NOODLES, CHILI, ETC.	327,000
MARGARINE, SHORTENINGS	1,280,000
MEAT, POULTRY & FISH	1,717,000
SOUPS	70,000
MISCELLANEOUS FOODS	1,409,000
MISCELLANEOUS FROZEN FOODS	332,000
FOOD STORES	2,357,000
GARDEN SUPPLIES & EQUIPMENT	**296,000**
GASOLINE & LUBRICANTS	**6,926,000**
GASOLINE & OIL	6,627,000
OIL ADDITIVES	252,000
MISCELLANEOUS	47,000
HOTELS, RESORTS, RESTAURANTS	**$ 116,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	**4,566,000**
CLEANERS, CLEANSERS	2,837,000
FLOOR & FURNITURE POLISHES, WAXES	1,443,000
GLASS CLEANERS	89,000
HOME DRY CLEANERS	77,000
SHOE POLISH	11,000
MISCELLANEOUS CLEANERS	109,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**1,398,000**
HOUSEHOLD FURNISHINGS	**613,000**
BEDS, MATTRESSES, SPRINGS	387,000
FURNITURE & OTHER FURNISHINGS	226,000
HOUSEHOLD LAUNDRY PRODUCTS	**10,009,000**
BLEACHES, STARCHES	1,484,000
PACKAGED SOAPS, DETERGENTS	8,166,000
MISCELLANEOUS	359,000
HOUSEHOLD PAPER PRODUCTS	**1,401,000**
CLEANSING TISSUES	362,000
FOOD WRAPS	407,000
NAPKINS	115,000
TOILET TISSUE	184,000
MISCELLANEOUS	333,000
HOUSEHOLD, GENERAL	**1,223,000**
BROOMS, BRUSHES, MOPS, ETC.	93,000
CHINA, GLASSWARE, CROCKERY, CONTAINERS	29,000
DISINFECTANTS, DEODORIZERS	223,000
FUELS (HEATING, ETC.)	201,000
INSECTICIDES, RODENTICIDES	334,000
KITCHEN UTENSILS	51,000
MISCELLANEOUS	292,000
NOTIONS	**156,000**
PET PRODUCTS	**916,000**
PUBLICATIONS	**219,000**
SPORTING GOODS, BICYCLES, TOYS	**315,000**
BICYCLES & SUPPLIES	3,000
GENERAL SPORTING GOODS	—
TOYS & GAMES	284,000
MISCELLANEOUS	28,000
STATIONERY, OFFICE EQUIPMENT	**21,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**333,000**
ANTENNAS	7,000
RADIO & TELEVISION SETS	103,000
RECORDS	95,000
MISCELLANEOUS	128,000
TOBACCO PRODUCTS & SUPPLIES	**8,918,000**
CIGARETTES	8,177,000
CIGARS, PIPE TOBACCO	623,000
MISCELLANEOUS	118,000
TRANSPORTATION & TRAVEL	**935,000**
AIR	380,000
BUS	278,000
RAIL	220,000
MISCELLANEOUS	57,000
WATCHES, JEWELRY, CAMERAS	**1,765,000**
CAMERAS, ACCESSORIES, SUPPLIES	94,000
CLOCKS & WATCHES	826,000
JEWELRY	39,000
PENS & PENCILS	792,000
MISCELLANEOUS	14,000
MISCELLANEOUS	**2,133,000**
TRADING STAMPS	290,000
MISCELLANEOUS PRODUCTS	915,000
MISCELLANEOUS STORES	928,000
TOTAL	$130,353,000

SPOT TV BY TIME, TYPE

DAY	$ 44,539,000	34.2%
NIGHT	73,186,000	56.1
LATE NIGHT	12,628,000	9.7
	$130,353,000	100.0
ANNOUNCEMENTS*	$ 94,129,000	72.2%
ID'S	15,106,000	11.6
PROGRAMS	21,118,000	16.2
	$130,353,000	100.0

* Includes Participations

Dodge, Plymouth Plan To Continue Radio, Tv

Though the Chrysler Corp. is revamping its broadcast strategy for Dodge and Plymouth automobiles for the 1958-59 season, indications last week were that radio-tv would not suffer in the process.

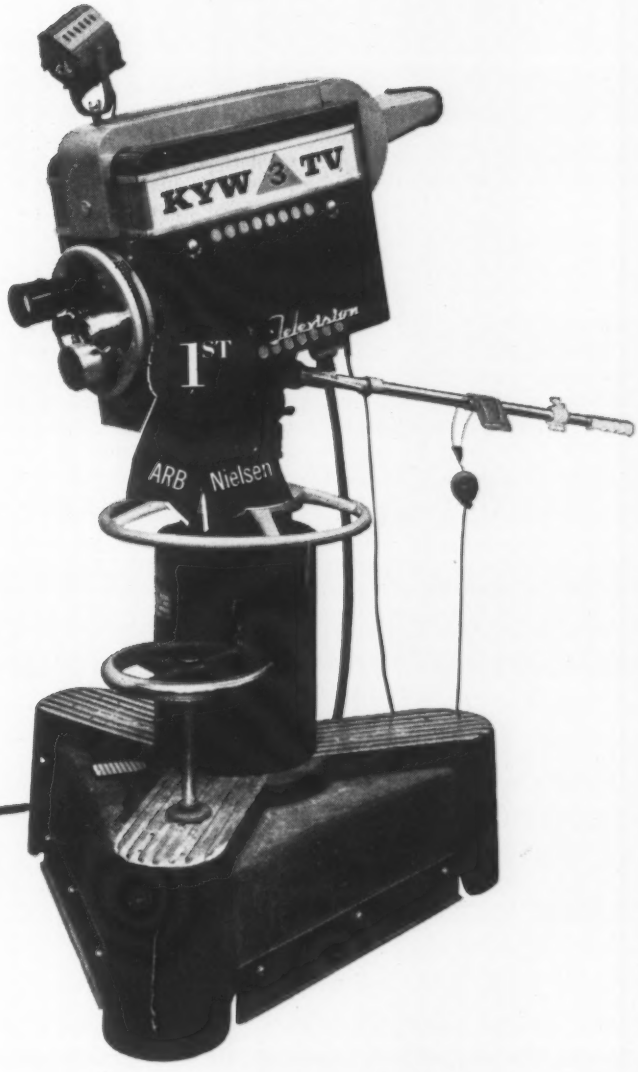
The major change, it was learned, centers around the dropping by Dodge of half-sponsorship of the one-hour Monday night program carried on ABC-TV last season under the title of *Top Tunes and New Talent*, featuring Lawrence Welk. Dodge will continue with the one-hour *Lawrence Welk Show* on Saturday night on ABC-TV. Spokesmen for the company's agency, Grant Adv., Detroit, declined to list media plans at this time but another source said Dodge plans to step up its radio-tv spot effort to take up the slack caused by the withdrawal from *Top Tunes and New Talent* thus obviating a cut in the radio-tv budget.

For 1957-58, Dodge had allocated about $21 million to all media, with tv and radio garnering about 53% of the budget. It has been acknowledged by the agency that since unit sales did not approach a pre-determined figure, the allocation was reduced. It is estimated that Dodge will spend about $20 million for the coming year, with the exact figure raised or reduced, depending on unit sales.

There will be a heavy concentration of spot radio-tv advertising in two weeks preceding the introduction of 1959 models in early October and a similar effort in a subsequent two-week period. A continuous spot radio campaign will be conducted in selected markets throughout the year and spot tv will be on an "in-and-out" basis.

As part of the change in strategy, Plymouth in 1958-59 will sponsor fully the one-hour ABC-TV program it shared last season with Dodge. It will be re-titled *The Plymouth Show* and again will feature Lawrence Welk but the format will be altered

...by any survey in Cleveland!



RADIO/1100 KYW TELEVISION 3

CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY, INC.

slightly and a new time and date are being discussed. It was reported that one reason for the change is that Plymouth officials felt that last year the company suffered in comparison with Dodge, because the latter gained impetus from sponsoring Mr. Welk's Saturday night program. The Plymouth thinking is that sole association with a Welk tv program this season will build up a stronger viewer identification with the product.

Plymouth, however, will not have the network television saturation of last season. It has dropped its sponsorship of the *Betty White Show* on ABC-TV and one-week-out-of-four sponsorship of *Climax* on CBS-TV. It is believed, however, that its investment on the *Plymouth Show* will almost approximate its expenditures on the three shows of last season, and, moreover, Plymouth will increase its radio-tv spot budget over last year. Of an approximate $23 million advertising budget in 1957-58, Plymouth earmarked about 35-40% to radio-tv and this ratio is expected to be continued.

Formal announcement of Dodge and Plymouth's advertising plans is expected in September.

Keyes, Madden & Jones Gets Florists Account

Florists' Telegraph Delivery Assn., Detroit, tossed a new business bouquet to Keyes, Madden & Jones Wednesday (Aug. 20): Its advertising budget worth about $2.8 million in billing.

KM&J's appointment came as the agency picked up still another account, the $1,750,000 radio-tv budget of Oral Roberts Evangelistic Assn., Tulsa, formerly handled by C. L. Miller Co., New York. Radio-tv make up more than one-half of Oral Roberts' ad budget.

The agency for some time has set its mark at a $20 million billing and reportedly is nearer that mark with the addition of last week's new business. About half its billing is in broadcast media.

KM&J is a new agency in name and actually is the outgrowth of the former Russel M. Seeds Co., Chicago. It has main offices in Chicago, New York and Hollywood. Principals of KM&J, formed nearly a year ago: Board Chairman Freeman Keyes, who was in that capacity with the Seeds agency; President Edward D. Madden, former International Latex and NBC-TV executive; Howard A. Jones, once executive vice president, Grant Adv., and now in that post with KM&J in charge of creative activity, and David Hale Halpern, senior vice president and manager of the agency's New York office (he held similar title with Joseph Katz Co. before joining KM&J). Its more active broadcast accounts include Bond Clothes, Brown & Williamson Tobacco (Raleigh cigarettes and Sir Walter Raleigh tobacco; Viceroy and Kool cigarettes are handled by Ted Bates), W. A. Sheaffer Pen and Pinex Co. (cough syrups).

Mr. Jones, whose former agency, Grant, held the FTDA account for 16 years, apparently will supervise the account directly from the Chicago office of the agency. Ostensibly, the move appointing MJ&A was a "surprise" but a faction of the FTDA membership has been anxious to see the association's headquarters moved from Detroit to Chicago (MJ&A has no Detroit office) [AT DEADLINE, Aug. 18].

This situation played a part in the client's decision. MJ&A was one of four contending "finalists" among agencies heard by the advertiser. The others: Cunningham & Walsh; MacManus, John & Adams, and N. W. Ayer & Son.

As expected, the public relations portion of the account has been separated from the advertising and will be awarded later to a public relations firm.

When the FTDA account was pulled from Grant early in July with 60-day notice of cancellation [ADVERTISERS & AGENCIES, July 7], tv was said to have figured in the background of the FTDA-Grant fallout. FTDA had earmarked more than 90% of its budget in 1958-59 to alternate-week sponsorship of CBS-TV's *Person to Person* show (Fri., 10:30-11 p.m.). It was learned authoritatively that FTDA at present is not of a mind to continue in network tv, though agency officials commented that media plans are not set.

It had been reported that FTDA's heavy investment in tv to virtual exclusion of other media may have contributed to the disassociation with Grant. Some members of the association have been unhappy about the heavy concentration in tv. Up to this year, the association's budget, supported by 11,000 florist members here and in Canada, largely was in newspapers and some local florists at the prodding of local newspapers apparently had complained to FTDA when the organization went into tv last spring.

The Oral Roberts change from C. L. Miller to MJ&A may presage a more ambitious use of the broadcast media in which the evangelistic group traditionally has placed faith and money.

COMMERCIAL POPULARITY

ARB's Index for July 1958

		% Commercial Mention
1.	PIEL'S BEER	8.1
2.	HAMM'S BEER	7.5
3.	DODGE	3.9
4.	FALSTAFF BEER	2.5
5.	BURGERMEISTER BEER	2.4
6.	SEVEN-UP	2.4
7.	RAID	2.2
8.	WINSTON CIGARETTES	2.2
9.	ZEST SOAP	2.2
10.	BLACK FLAG	1.8
11.	BALLANTINE BEER	1.6
12.	TIP TOP BREAD	1.6
13.	ALKA-SELTZER	1.5
14.	WILKIN'S COFFEE	1.5
15.	BABO	1.4
16.	GILLETTE	1.4
17.	KODAK	1.3
18.	NEWPORT CIGARETTES	1.3
19.	REVLON	1.3
20.	IVORY SOAP	1.1
21.	LIQUID CHIFFON	1.1
22.	GENERAL ELECTRIC	1.0
23.	KAISER ALUMINUM	1.0

Cashmere Bouquet: New One for D'Arcy

Fast-stepping D'Arcy Adv., St. Louis, continued its brisk pace of new business acquisition last week, when Colgate-Palmolive Co. selected D'Arcy as the agency for the $2 million business of Cashmere Bouquet soap and Cashmere Bouquet beauty preparations.

The Cashmere account follows the Studebaker-Packard and Nehi Corp. business into the D'Arcy shop in recent weeks, raising D'Arcy's billing to about $59 million [ADVERTISERS & AGENCIES, Aug. 4 *et seq*]. The agency now is said to be ahead of the 1956 peak of $57 million, which was decimated in 1957 when D'Arcy lost the $15 million Coca-Cola business to McCann-Erickson.

Cashmere was resigned several weeks ago by Bryan Houston, New York, terminating a 20-year association. Byran Houston will continued to service *The Big Payoff* on CBS-TV, in which the products participate, until Oct. 22.

Media plans for Cashmere were not available from D'Arcy last week, but the account has been traditionally broadcast-oriented. Nearly all of the Cashmere billing during the past year has been in the broadcast media (most of it in tv).

Last January, as part of D'Arcy's business upsurge, the agency landed the $2 million Halo business from Colgate-Palmolive. It was reported that C-P was "highly satisfied" with the handling of Halo and that it decided to place Cashmere with D'Arcy.

Though it was known for several weeks, Studebaker-Packard Corp. last week formally announced that D'Arcy had been selected as the company's new advertising agency, replacing Burke Dowling Adams Inc., New York [ADVERTISERS & AGENCIES, Aug. 4]. The announcement placed the billing of S-P at about $7 million.

Though media plans were not disclosed, indications are that radio and television will obtain a larger share of the budget than in recent years. S-P has been under the stewardship of the Curtiss-Wright Corp., Wood-Ridge, N. J., during the past two years but the company is now is the midst of a refinancing program that would exclude Curtiss-Wright, which trimmed radio-tv allocations and increased newspaper space.

D'Arcy will open a new branch office in South Bend, Ind., to help service the account. F. C. Weber, vice president and a member of D'Arcy's board of directors, will assume account supervision.

AAAN Has 21st Annual Meeting

Some 100 agency men attended the Affiliated Advertising Agencies Network's 21st annual conference at the Lord Baltimore Hotel, Baltimore, Aug. 12-16. They represented all 53 member agencies in the United States and several foreign countries.

Donald M. Alexander, AAAN executive secretary, described the group's just completed 20th year as "a booming, bustling, busy period in the network's development," in which 14 new members were added including agencies in South America and Australia.

At the concluding banquet of the four-

from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL

11

REPRESENTED BY

BLAIR-TV

BASIC

NBC

AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16

BUSY FOR BUICK

Producers of the Buick commercials soon to be seen on tv are working on a close schedule. This picture was taken on set in New York. At right (l to r): writer Bernie Lubar; newscaster Clete Roberts, who is Buick's air "spokesman," for its 1959 model, and McCann-Erickson senior tv producer Bob Dall'Acqua.

The trio were at MPO Television Films' studios for scenes featuring Mr. Roberts which will be inserted into a package of 10 tv commercials which will help launch the new model Buick (set for a Sept. 19 unveiling). Buick (division of General Motors) will be one of the earliest automakers to unveil its new car. It will place a substantial budget in broadcast media through M-E offices in Detroit and New York [ADVERTISERS & AGENCIES, Aug. 18].

Bulk of the photography was taken by MPO in the Detroit area a few weeks ago. The New York segment required about three days. Last week Buick and

the agency were producing a package of radio commercials (Buick will place additional emphasis on radio for its model introduction). The tv commercials are headed for exposure on *Bob Hope Buick Show* and *Tales of Wells Fargo* on NBC-TV and *Action Theatre* on ABC-TV.

day meeting, the gavel was presented to incoming International Chairman Robert A. Wilson, executive vice president, Cargill and Wilson Inc., Richmond, Va., by retiring International Chairman Alex T. Franz, president of his own Chicago agency.

Gunter, Jackson Given Posts In Ted Bates Radio-Tv Unit

New appointments in the television-radio department of Ted Bates & Co., New York, were announced (Aug. 21) by Richard A. R. Pinkham, vice president in charge of tv-radio. Herbert Gunter, vice president and director of tv commercials, becomes vice president in charge of production for the department and Richard B. Jackson, formerly manager of participating programs for NBC, joins Bates as director of operations in the radio-tv department. William E. Watts continues as director of commercial film production.

The appointments follow assignment of Thomas F. McAndrews Jr., assistant vice president in charge of tv operations in New York, to the West Coast as vice president in charge of the agency's Hollywood office effective Sept. 1. Bates last week also announced that Meredith S. Conley, manager of the press department, has been elected an assistant vice president.

Out-of-Shop Tv Promotion Unit Formed in New York by BBDO

One of the top four tv agencies—BBDO—late last week announced it would discontinue its in-shop television program promotion and publicity unit, announcing a "new and enlarged tv publicity setup to service clients."

BBDO said a new company, Advance Public Relations Inc., has been organized in New York. It will be supervised as an independent company by Arthur Kantor, a tv and Broadway show publicist, and Don Bishop, formerly community relations director for NBC-owned and operated stations.

A spokesman for the agency said the half-dozen people engaged in tv publicity would be absorbed elsewhere within BBDO. Retained by the agency is its public relations department which now "will concentrate on corporate public relations and product publicity." The new unit was formed to provide a "more complete and better service," and not as a profit-making project.

BBDO said its move was in recognition of "the growing importance of tv publicity as a specialized area of public relations and specialized services for BBDO clients." Mr. Kantor had serviced BBDO clients on such shows as *Armstrong Circle Theatre* (NBC-TV) and *Rexall's Specials* (NBC-TV). The new unit will handle promotion on *Westclox' Wonderful Town* on CBS-TV; *Swiss Family Robinson* (Rexall) on NBC-TV; *Little Women* and *Gift of the Magi* (Schaeffer Pen) on CBS-TV; regional tv activity (*See the Pros*) and *Steve Allen* on NBC-TV on behalf of DuPont for its Zerex and Zerone.

Among other top tv agencies McCann-Erickson and Young & Rubicam service clients with tv publicity through their respective subsidiary public relations units—Communications Counsellors and Bureau of Industrial Services. J. Walter Thompson Co. continues to hande this activity within the agency as had BBDO.

FIRST TO GO

The turnover in top public relations posts at leading agencies is substantial, judging by developments in Chicago. As always, when agencies lose clients, become economy-minded or for whatever other reasons, PR and publicity functions seem tenuous. As an example, Needham, Louis & Brorby Inc. is abolishing its public relations department as such but incorporating some functions into radio and television for "more efficient handling." As a result, William Miner has resigned and will announce future plans later.

On another front, Grant Adv. Inc., Chicago, was reportedly seeking a new public relations manager to succeed John O'Reilly, who resigned over a fortnight ago. Mr. O'Reilly worked primarily on the Dodge account (set up within Grant as the Dodge News Bureau).

Shifts and elimination of executives at other agencies also have been substantial since the first of year.

More FC&B Staffers Shifted To Chicago for Edsel Account

Foote, Cone & Belding last week announced a further shift of key Edsel account personnel including the return of Charles S. Winston Jr. from Detroit to Chicago as vice president and account supervisor, effective this fall.

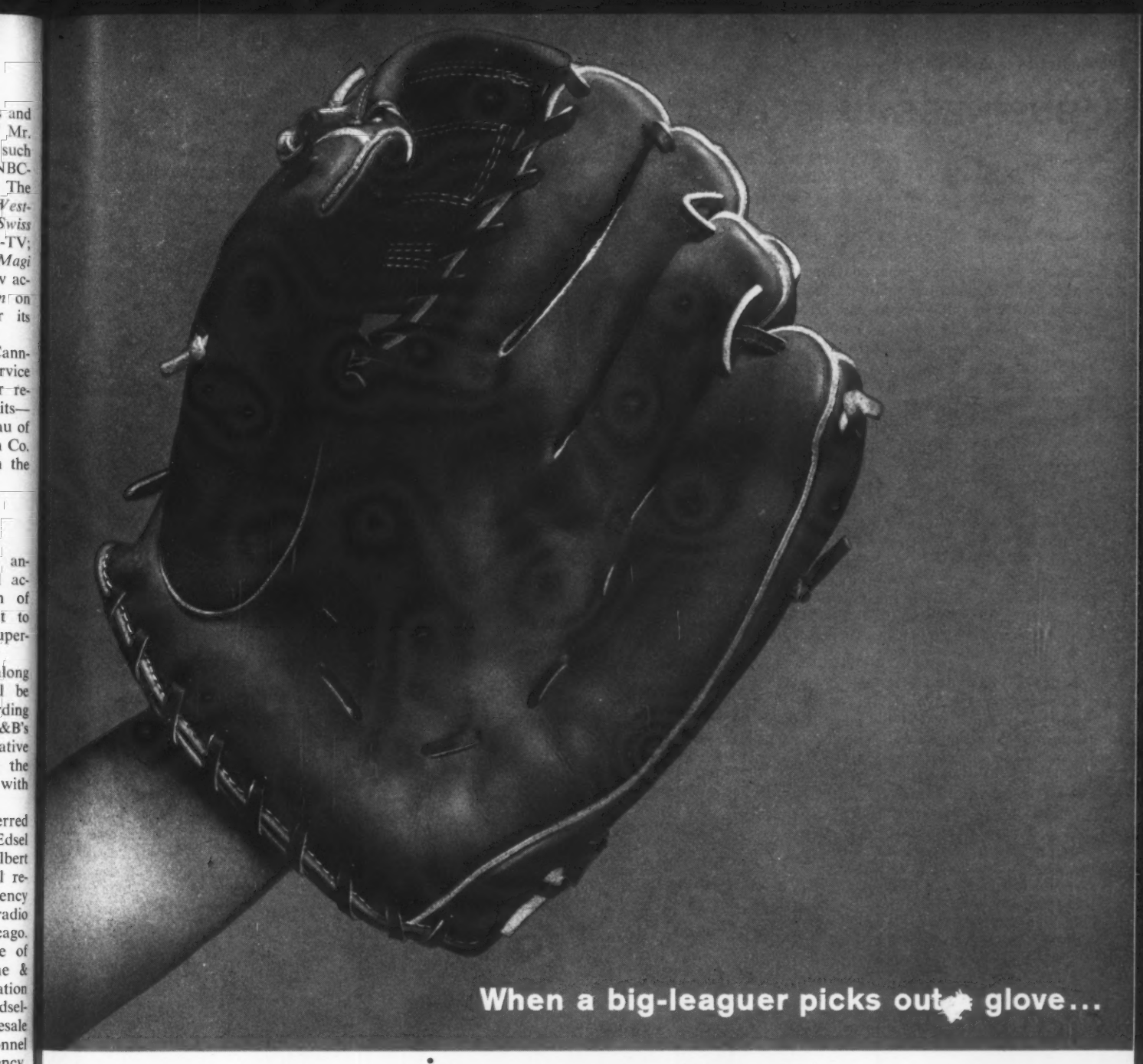
As a result, all dealer advertising along with national business for Edsel will be prepared in the Chicago office, according to Fairfax M. Cone, chairman of FC&B's executive committee. "A number of creative and production people is involved in the office realignment, Mr. Cone added, with the total understood to be about 18.

Mr. Winston originally was transferred to Detroit in 1956 to head the new Edsel account. Two account executives, Albert F. Remington and David Jenkins, will remain in Detroit to represent the agency locally. All media activity, including radio and television, is being handled in Chicago. The new moves represent continuance of a realignment started by Foote, Cone & Belding last February following formation of Ford Motor Co.'s new Mercury-Edsel-Lincoln Div. At that time, a wholesale transfer of creative and other key personnel to Chicago was effected by the agency, numbering perhaps 40 of the previously-assigned 60 people on the Edsel account. The move was described as a "streamlining process" prompted by the new M-E-L division [ADVERTISERS & AGENCIES, March 10].

How to, How Not to Sell Tires In New Tire Dealers Assn. Guide

The National Tire Dealers & Retreaders Assn., Washington, is releasing Wednesday (Aug. 27) "A Guide to Tire Advertising" in an effort directed toward "restoring integrity to the marketing practices of the rubber tire industry."

Based on Federal Trade Commission data, the guide illustrates the 12 most-used deceptive tire-ad claims and shows tire dealers how to avoid violating the FTC's standards of practice. The book is obtainable from: National Tire Dealers & Retreaders Assn., 1012 14th St. N. W., Washington 5, D. C. Price: $1.



Time & Life Stations:

DENVER—KLZ, KLZ-TV

GRAND RAPIDS—WOOD, WOOD-TV

INDIANAPOLIS—WFBM, WFBM-TV

MINNEAPOLIS—WTCN, WTCN-TV

SALT LAKE CITY—KDYL, KDYL-FM, KTVT

...you can bet it's the best. It's got to be.

It's the same with big-league newsmen, like the people at Time & Life. They know what a draw news is, and that it's a bigger one today than ever—in broadcasting as well as in publishing. And they'll have only the best.

So it means something that for their 11 broadcasting stations they've picked United Press International: newswire, Unifax facsimile newspictures, UP Movietone newsfilm—everything for news for the air, which only UPI has.

Take a tip from the pros.

United Press International

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

NORGE INTO SPOT • Spot tv will get more than quarter of some $1.5 million to be spent by Norge Div. of Borg-Warner Corp. on national advertising starting next month. Norge has been inactive in broadcast media. Campaign, which will run $4 million with local newspaper cooperative advertising, includes two-month saturation spot drive in about 85 major and secondary markets, effective in mid-September, for its Dispensomat automatic washer. After $400,000 for spot, remainder will go into newspapers and magazines, according to Gordon G. Hurt, Norge advertising-merchandising director. Business was placed through Donahue & Coe, Chicago.

THINKING MAN'S WESTERN • Brown & Williamson Tobacco Corp., Louisville, Ky., for Viceroy and Kool cigarettes, will sponsor CBS-TV's *Wanted—Dead or Alive*, half-hour western, in Saturday 8:30-9 p.m. spot effective Sept. 6, in place of *The Texan*, which was scheduled to be seen at that time. *The Texan*, also new western series, will be sponsored by B&W on CBS-TV Monday 8-8:30 p.m., debuting Sept. 29. Agency is Ted Bates & Co., N. Y.

THREE-WEEK TAKE • New orders and renewals totaling $3.8 million in net revenues were taken by NBC Radio in three-week period ending in mid-August. Warner-Lambert for Anahist, through Ted Bates & Co., has ordered quarter-sponsorship of *NBC News on the Hour* effective Sept. 15 for 52 weeks. Mogen David Wine Corp. through Edward H. Weiss & Co., signed for 52-week schedule of 42 one-minute and 30-second announcements weekly. Network claims Mogen David schedule, totaling 2,184 participations, represents largest annual total of commercials ever contracted for on network radio by wine manufacturer.

Renewals were registered by Lewis-Howe Co. through McCann-Erickson, Brown & Williamson Tobacco through Bates and Gillette Safety Razor Co. for its Gillette Cavalcade of Sports through Maxon Inc.

Other new orders were placed by Clinton Engine Corp. and Hygrade Food Products Corp., both through W. B. Doner & Co.; Morton Salt Co., placed by Needham, Louis & Brorby; Chrysler Corp., through Leo Burnett; AP Parts Corp., through Gray & Rogers; GMC Truck Div., placed by Kudner; Lever Bros., through Foote, Cone & Belding; U.S. Steel, through BBDO; Carter Products, placed by Kastor, Hilton, Chesley & Clifford; and Andrew Arkin Inc., through Hockaday Assoc.

TOY TIME • Maco Toys Inc., Brooklyn, will enter tv spot Sept. 15 with 13-week campaign in 10 markets using time around children's shows mainly. Orders are being placed through newly-appointed Friend-Reiss Adv., N. Y.

SAVOY SIGNS ON • Seeman Bros., N. Y., has launched radio campaign on Mutual to introduce its new Savoy car shampoo, buying 15 one-minute announcements per week on network newscasts and *The World Today* feature, plus five 20-second and five eight-second announcements per week. Campaign was set for 13 weeks through Norman, Craig & Kummel, N. Y:

'SABER' STAYS • Sterling Drug Inc., N. Y., has renewed sponsorship of *Saber of London* on NBC-TV (Sun. 7-7:30 p.m.), starting Oct. 19. Agency: Dancer-Fitzgerald-Sample, N. Y.

SIX-MONTH STRETCH • New business reported last week by CBS radio was highlighted by purchase of Charles Pfizer & Co. (Drugs), New York, of weekly quarter-hour segment of *Arthur Godfrey Time* for 26 weeks, starting Sept. 15. Agency is J. M. Mathes Inc., N. Y. Other advertisers signed are Pepsi-Cola Co., N. Y., through Kenyon & Eckhardt, N. Y., for 11 weekly "Impact" segments for 14 weeks, starting Sept. 19; Congoleum-Nairn Inc., Kearney, N. J., through Keyes, Madden & Jones, N. Y., for 10 five-minute units of CBS Radio's daytime dramas and 10 "Impact" segments on four alternate weeks, already underway, and Sterling Silversmiths Guild of America, N. Y., through Fuller & Smith & Ross, N. Y., for three weekly "Impact" segments for eight weeks, beginning Oct. 25.

RETURN TRIP • Aluminium Ltd., through J. Walter Thompson, N. Y., has renewed NBC-TV's *Omnibus* for the 1958-59 season. Co-sponsor Union Carbon & Carbide Corp., hasn't yet announced renewal plans. Series will again be produced by Robert Saudek Assoc.

COCKTAILS and commercials were on the agenda at the party given by Eversharp-Schick and Michael Todd Co. to announce the former's acquisition of the rights to the characters and music of "Around the World in 80 Days" for E-S commercials [ADVERTISERS & AGENCIES, Aug. 4]. Pictured in a presidential conclave (l to r): Patrick J. Frawley Jr., president, E-S; Barton A. Cummings, president, Compton Adv. Inc. (E-S agency), and Michael Todd Jr., president, Michael Todd Co. At the cocktail party newsmen were shown two commercials in the razor company's $4 million ad campaign.

TV TIME SOUGHT • Famous Artists Schools, Westport, Conn., which specializes in mail-order art instruction, seeking 15-minute availabilities in top 50 tv markets. Time would be used to place quarter-hour filmed documentary telling about school and courses. Kickoff date for campaign is early fall. Agency: Maxwell B. Sackheim Co., N. Y.

TV SPOT SERIES • E. F. Drew & Co., (Tri-Nut margarine), N. Y., placing saturation tv spot drive (minutes and 20's) in 12 New England and Ohio markets for 13 weeks starting next month. Agency: Donahue & Coe, N. Y.

JUICE BUYING • Minute Maid Corp. (frozen juices), Orlando, Fla., reportedly set to launch a spot-radio tv campaign throughout country and currently lining up markets. Agency: Ted Bates & Co., N. Y.

FOOD PURCHASES • Savarin Coffee (Foote, Cone & Belding, N. Y.) and Ronzoni Macaroni (Emil Mogul Co., N. Y.) have purchased MCA-TV's *If You Had a Million* for 52 weeks on WRCA-TV New York, WRCV-TV Philadelphia and WNHC-TV New Haven. Sponsors also signed to co-sponsor MCA-TV's *Hollywood Star Playhouse* on WRCA-TV for 52 weeks.

IN THE BAGGIS • NBC-TV's *Haggis Baggis* (Mon.-Fri., 2:30-3 p.m.) has been renewed for fall with signing of six participating advertisers for alternate week quarter-hours. Fifty-two week orders were placed by Alberto-Culver, effective last week through Geoffrey Wade Adv., Chicago; Brillo, starting Sept. 17, Pond's, starting Oct. 17, Lever Bros., starting Sept. 12; all through J. Walter Thompson Co., N. Y., and General Mills, starting Sept. 12, through Tatham-Laird, Chicago. Mentholatum Co., through J. Walter Thompson Co., N. Y., starts similar 26-week campaign Sept. 29.

DOUBLE DuPONT BUY • DuPont Co., for promotion of carpets made of DuPont nylon, has purchased total of 181 spots on NBC-TV's *Today* and *Jack Paar Show* as well as participation campaign on CBS Radio's *Arthur Godfrey Show* beginning in mid-September for year. BBDO, New York, is agency.

MISSION IN THE MARKET • Mission Pak (candied fruits), L. A., has allocated $250,000 for three-week saturation campaign on radio-tv beginning mid-November, it has been announced by Stanley Pflaum Assoc., Beverly Hills, Calif., agency for Mission Pak. Campaign will center in Los Angeles and Bay areas, but additional smaller buys will be made in secondary California markets. Broadcast schedule is part of holiday campaign.

ALCOA BOAT SHOWS • Aluminium Co. of America has signed to sponsor NBC Radio broadcasts from New York and Chicago motor boat shows early next year. Contract

RUB A DUB DUB

THREE MEN IN A TUB . . . is a pretty outmoded way of getting anywhere in our estimation. And the same holds true for three spots on a break. While some TV stations are still at sea about the situation, we have a *firm policy* that we *will not sell* more than two spots on any station break.

KSLA-TV is also a *strict subscriber* to the NAB Television Code of Good Practice. No pitches . . . no PI's . . . and equally as important to the TV industry as a whole, *no rate cutting.*

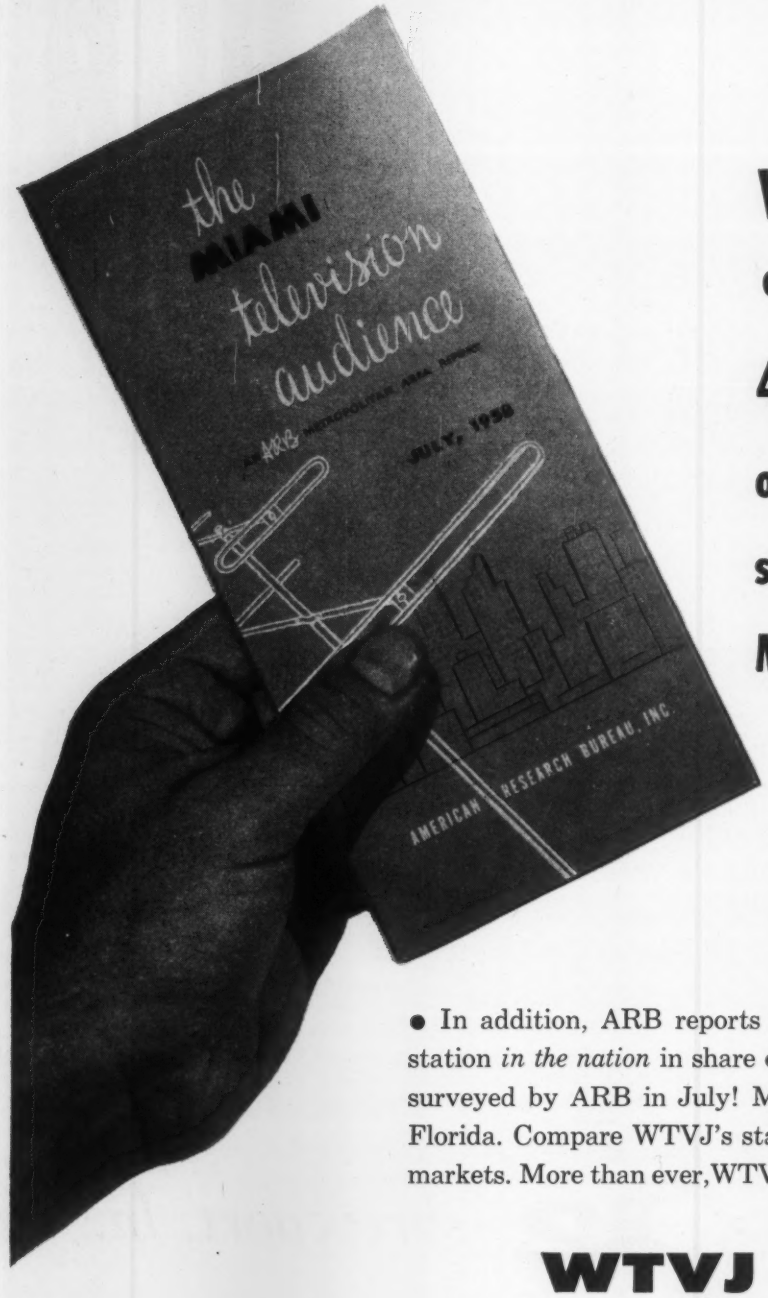
So please don't ask us to triple spot. Our Captain's a stickler for keeping his log up-to-date.

KSLA TV

basic CBS *channel* 12 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

JULY ARB SHOWS WTVJ HAS TOP SOUTH FLORIDA AUDIENCE!



WTVJ
captures
48.4% share
of audience
sign-on to sign-off
Monday thru Sunday

• In addition, ARB reports that WTVJ is the most dominant station *in the nation* in share of audience among all the 3-V cities surveyed by ARB in July! Measure WTVJ's audience in South Florida. Compare WTVJ's standing with stations in other major markets. More than ever, WTVJ is a key buy in your TV planning!

WTVJ • MIAMI
CBS
CHANNEL 4

Represented by Peters, Griffin, Woodward

NCS #3 SHOWS
WTVJ IS FLORIDA'S #1 STATION!

WTVJ's TOTAL* COVERAGE PROVED AGAIN!

Daytime, nighttime, anytime, WTVJ delivers more coverage, more circulation than any other Florida TV station!

STARTLING RESULTS OF NCS #3: Among *all* Florida TV Stations WTVJ is

- **first** in monthly *coverage*
- **first** in weekly *coverage*
- **first** in daytime *circulation*, weekly
- **first** in daytime *circulation*, daily
- **first** in nighttime *circulation*, weekly
- **first** in nighttime *circulation*, daily

See your PGW colonel for all the facts that prove *Total Coverage makes WTVJ your *first* Florida TV buy!**

WTVJ • MIAMI

CBS CHANNEL 4

Represented by Peters, Griffin, Woodward

* Dictionary defines TOTAL as "whole, amount, complete, entire."

calls for sponsorship of a 50-minute variety broadcast featuring Guy Lombardo and his orchestra at opening of New York show (Jan. 16, 9:05-9:55 p.m.); series of five-minute pickups from New York show Jan. 17 and 18, and similar pickups from the Chicago show, Feb. 7 and 8. Fuller & Smith & Ross, N. Y., is Alcoa's agency.

GULF COMPLETES LINEUP • Gulf Oil Corp., through Young & Rubicam, has picked up remaining unsold quarter of NBC-TV's 1958 schedule of NCAA collegiate football games set for telecast on nine dates this fall beginning Sept. 20. Three advertisers—Sunbeam, Libbey-Owens-Ford and Bayuk—already have signed [BUSINESS BRIEFLY, Aug. 18]. Schedule is now sold out. Kemper Insurance Co., via John W. Shaw, will sponsor *NBC Football Scoreboard* on five Saturdays following NCAA games.

IN FOR THE QUARTER • General Petroleum Corp. of Los Angeles has taken quarter-sponsorship of four Pacific Coast Conference football games over NBC-TV network in California, Nevada, Oregon and Washington, network sales department has announced. Order, placed through Stromberger, LaVene McKenzie Adv. Agency, L. A., is for Saturday games on Oct. 18 and 25 and Nov. 8 and 15. Games are to be selected as season progresses.

PEPSI TAKES OFF • Pepsi-Cola Bottling Co. of Los Angeles last week launched what it calls "the most razzle-dazzle promotion in soft-drink history." Sky Game, sort of sky-writing bingo created by Donahue & Co, L. A., newly appointed agency for bottling company. Each Saturday afternoon for 13 weeks, starting Aug. 23, two pilots will lay out six identical nine-square patterns, each visible for 20 miles, to cover Los Anegles, Riverside and San Bernardino counties. Watchers on ground will play Sky Game on cards obtainable anywhere Pepsi-Cola is sold. To promote game, D&C is spending $200,000 for radio-tv time and newspaper space, using approximately 200 spots a week on eight radio stations: KBIG Avalon; KABC, KFAC, KFWB, KLAC, KMPC and KNX all Los Angeles, KWKW Pasadena (Spanish language station) and 15 announcements weekly on KXNT (TV) and KRCA (TV), both Los Angeles.

'ANSWERS' ON MUTUAL • Christian Herald Assn. *Christian Herald* magazine, N. Y., has signed with MBS to sponsor *Dr. Poling Answers* (Sun. 6:15-6:30 p.m.), starting Aug. 31, and featuring well-known minister in discussion program. Agency: Bertram Hauser Inc., N. Y.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week Aug. 10-16. This is how they spent their time.

61.5%	(77,143,000) spent	1,236.1 million hours†	WATCHING TELEVISION
58.1%	(72,878,000) spent	1,061.1 million hours	LISTENING TO RADIO
82.0%	(102,857,000) spent	388.1 million hours	READING NEWSPAPERS
31.1%	(39.010,000) spent	184.9 million hours	READING MAGAZINES
23.4%	(29,391,000) spent	321.4 million hours	WATCHING MOVIES ON TV
46.2%	(58,003,000) spent	246.5 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

• All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Aug. 25-29, Sept. 1-3 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

Aug. 25-29, Sept. 1-3 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Aug. 25, Sept. 1 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

Aug. 26, Sept. 2 (8-9 p.m.) *The Investigator,* Liggett & Myers Tobacco Co. through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

Aug. 27, Sept. 3 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Aug. 28 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA-Victor through Kenyon & Eckhardt.

Aug. 28 (10-10:30 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson Co.

Aug. 29 (7:30-8 p.m.) *The Big Game,* sustaining.

Aug. 30 (8-9 p.m.) *Bob Crosby Show,* participating.

Aug. 31 (7-7:30 p.m.) *Noah's Ark,* sustaining.

Aug. 31 (8-9 p.m.) *Steve Allen Presents Eydie Gorme & Steve Lawrence,* American Machine & Foundry, through Cunningham & Walsh, Greyhound Corp. and Procter & Gamble, both through Grey Adv.

Aug. 31 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

AGENCY APPOINTMENTS

Clark Oil & Refining Corp. (Clark's Super 100 gasoline), Milwaukee, Wis., appoints Tatham-Laird Inc., Chicago, to handle its $1 million-plus account effective Sept. 1. Advertising previously was handled by Mathisson & Assoc., Milwaukee.

Bryan Houston Inc., N.Y., appoints Evelyn Konrad, Public Relations, N.Y., new service specializing in advertising agency corporate public relations.

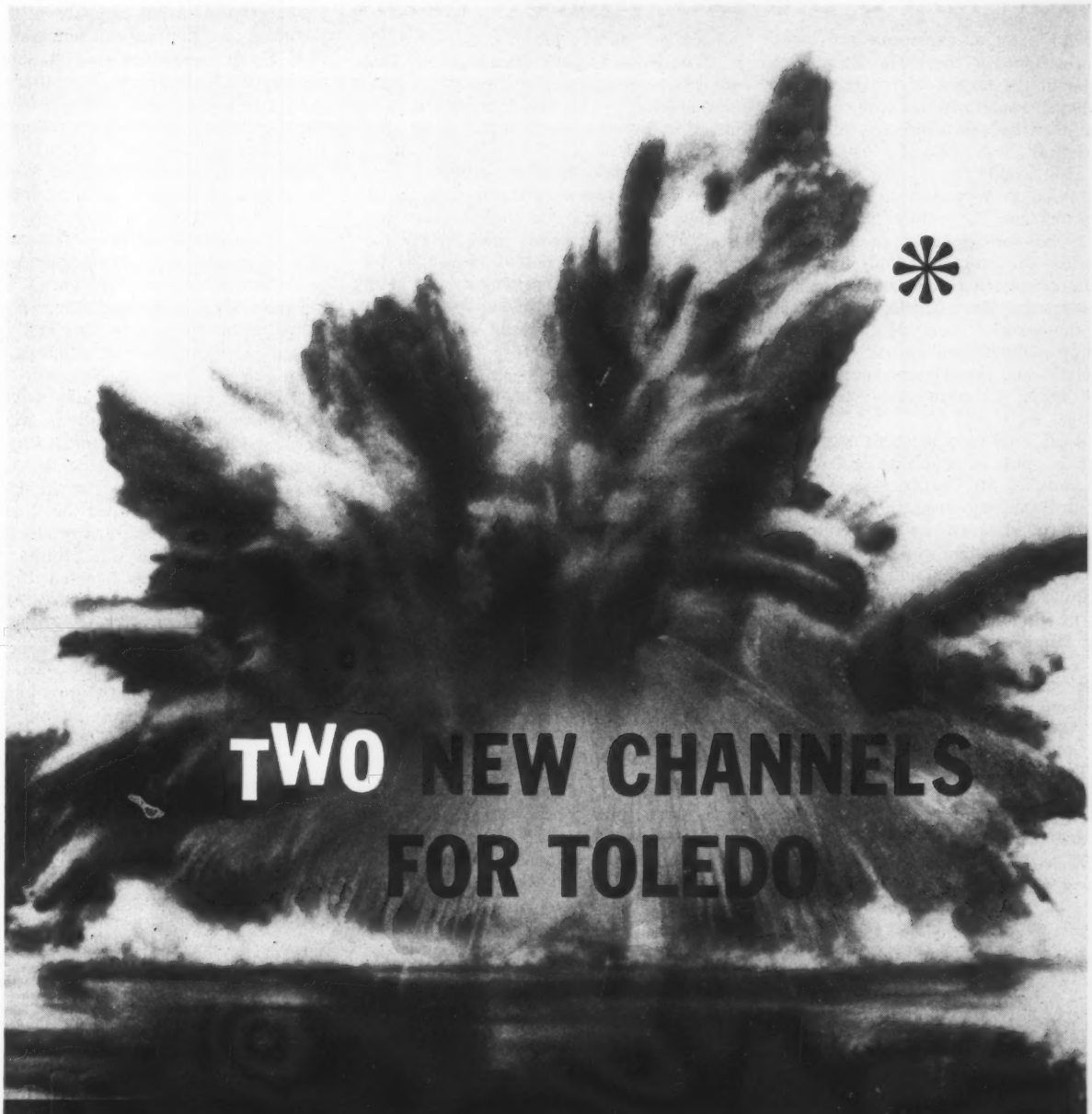
A&A SHORTS

Corbett Adv. Inc. has been formed in Columbus, Ohio, with offices at 40 S. Third St., announced President **John W. Corbett Jr.** Mr. Corbett will direct advertising of such firms as WBNS-TV Columbus, Diamond Milk Products and Buckeye Land Cleaners.

Meyers Adv. Agency has been organized in Akron, Ohio, with offices at 675 Dorchester Rd., announced President **Phil Meyers.** Mr. Meyers was most recently sales representative for WHKK and previously with WCUE, both Akron. Meyers Adv. will specialize in local area radio and tv advertising plus market research and radio monitor service for other agencies. Telephone: Franklin 6-5696.

Charles Bowes Inc. has moved to new offices in the Bowes Building, 1010 S. Flower St., L. A. 15, Calif. Telephone: Richmond 7-0543.

Advertising Club of New York announces 35th annual advertising and selling course of 28 lectures and six clinics will begin Oct. 6 through March 2. Classes are held Mon. and Thurs., 6:15-7:45 p.m.



the first one, is of course . . .

WTOL-TV, CHANNEL 11

AIR DATE NOV. 1958

which announces the appointment of

H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES

the other channel?

The St. Lawrence Seaway, which will make Toledo a deepwater port and trigger an explosive boost to its economy.

Frazier Reams – President **Thomas S. Bretherton** – Vice President & Gen. Mgr.

Coffer Dam – at the heart of the St. Lawrence Seaway – is exploded to create a new lake which will permit ocean-going vessels to sail through former International Rapids to Toledo and other lake ports.

By a happy public service coincidence, **Frazier Reams also has a significant role in Toledo's second "channel"** – he is vice chairman of Toledo-Lucas County Port Authority and is active in Seaway affairs.

ROACH MAPS BIG EXPANSION PLAN

Plans for a major expansion and diversification designed to make Hal Roach Studios "one of the largest, if not the largest entertainment enterprise in the country" were outlined by the company's president, Hal Roach Jr., last week at a news luncheon in Hollywood.

In addition to a production schedule of six tv series and 20 feature films that in total will call for an outlay of more than $15 million, the program entails formation of a national releasing organization for both tv and theatrical films, development of new talent, financing of outside independent productions, distribution abroad as well as in the U. S., and possibly entrance into the fields of radio, recording and merchandising.

"We'll go into any phase of the entertainment business in which we feel we can be successful," Mr. Roach stated. State fairs and Broadway productions and theatre-in-the-round as well as tv programs for network or syndication and theatrical motion pictures are possibilities, he said. Recent acquisition of the studio by the Scranton Corp. [FILM, June 2] has made available the funds needed for such expansion, he stated.

Roach will continue to film the *Gale Storm Show,* now entering its third season on CBS-TV, Mr. Roach said, and in addition is planning production of five new series. Scheduled for immediate filming is *The Veil,* starring Boris Karloff. The series based on a story by David Evans about things that are incredible but true, will be produced by Frank Bibas and released through National Telefilm Assoc. with a starting date not later than Jan. 1, 1959.

A new adventure series, starring Guy Madison as a swashbuckling southerner in the early 19th century, will go before the cameras Sept. 22. Helen Ainsworth, vice president of Guy Madison Productions, will be producer and Sam Peckinpah the writer. Two or three programs will be filmed and studied before a decision is made whether this series should be aimed at a sale for network sponsorship by a national advertiser or for syndication.

Filming is scheduled to start in January on *Landmark,* created by Michael Baird and Lewis Foster and dramatizing factual stories of well-known landmarks around the globe. Jerry Stagg will produce. Roach's tv roster is completed with *Man of Action,* starring John Ireland and written by Stan Silverman from a story by Herbert Strock, who will produce and direct the series, and *Cavalry Surgeon,* starring John Hudson, written by Peter Packer and also produced by Mr. Stagg.

Negotiations currently underway should see Roach's own tv distribution organization in operation not later than the first of next year, Mr. Roach said. He added that his tv distribution plans include England and the continent of Europe as well as the United States.

In the field of theatrical motion pictures, budgets will range from $125-$150,000 to over $1 million, Mr. Roach said. Two major productions planned are "Dam," based on a book by Murray Morgan, and a remake of "The Housekeeper's Daughter," by Donald Harrison Clarke, originally produced and directed by Hal Roach Sr. Before being filmed, "The Housekeeper's Daughter" may be produced as a musical on Broadway. NTA will distribute these two.

Mr. Roach expressed the feeling that the producer of tv programs ought to have more control over his product than he has had. "For 38 years," he noted, "we made pictures, took them to the theatres and to the public and the public either bought them or it didn't (generally, it did or we couldn't have stayed in business). We'd go out and spend $1 million or more to make a picture if we thought we had a good idea to go on. In tv, why shouldn't we do the same thing? Why stop with a pilot film or two if we think we have a series which would be successful?"

Motion picture studios developed their own stars, Mr. Roach said. Roach Studios plans do the same thing in tv, to develop not only actors, but writers and directors as well.

NTA BOARD OK'S NATIONAL'S OFFER

- **Stockholder approval next**
- **Deal based on stock swap**

The board of directors of National Telefilm Assoc., New York, last Tuesday (Aug. 19) approved an offer of a merger with National Theatres Inc., Los Angeles, and agreed to recommend acceptance of the proposal to NTA stockholders.

Under the proposal, National Theatres would offer to purchase all outstanding common shares of NTA—contingent first upon the acquisition of a controlling interest in NTA. The terms call for an exchange of $11 in 15-year, 5½% sinking fund subordinated debentures for each share of NTA stock, plus a warrant for the purchase of one-quarter share of National Theatres' stock for every share of NTA stock.

The warrants may be exercised in the first year at a price per share of $1 less than the market value of National Theatres' stock quoted on the New York Stock Exchange on the day before National Theatres' offer to NTA stockholders will be made formally. The exercise price will increase at the rate of $1 a share each year for the next 10 years and will remain constant thereafter until the warrants expire.

(National Theatres' stock closed Monday on the New York Stock Exchange at 9½. NTA stock closed Monday on the American Stock Exchange at 9⅝.)

A joint announcement from Ely A. Landau, board chairman on NTA, and Elmer C. Rhoden, president of National Theatres, said the proposal will be made to NTA stockholders in the latter part of 1958 or early 1959. They said the offer is subject to the approval of stockholders of National Theatres and cannot be made until certain governmental requirements have been complied with and certain consents obtained. This apparently refers to approval from the Securities & Exchange Commission, the FCC (both companies own stations) and possibly the Justice Dept. The latter may be needed because 20th Century-Fox Film Corp. owns 50% of the NTA Film Network and an association with National Theatres (once part of Fox and divorced from it under a consent decree) could be interpreted as placing Fox back in exhibition.

It is contemplated that NTA will continue in operation as a separate corporate entity functioning as a division of National Theatres. Mr. Landau and Oliver A. Unger, president of NTA, will continue in their present positions and in addition will be elected to the board of National Theatres.

National Theatres operates a chain of about 300 theatres principally on the Pacific Coast and in the Midwest and Rocky Mountain areas. The company recently embarked on a diversification program in the entertainment field. It developed the Cinemiracle process for motion picture production and a feature film utilizing the process, "Windjammer," recently was released to theatres. The company recently bought WDAF-AM-TV Kansas City, for $7.6 million and invested about $1 million in Pacific Ocean Park, Santa Monica.

National Theatres had a gross income for 1957 "in excess of $58 million." Its net worth is placed at more than $28 million. The company has some 7,000 employes and approximately 12,000 stockholders with 2,700,000 shares of stock outstanding.

NTA is one of the leading distributors of feature film programming and film serials to television. Together with Fox, it owns the NTA Film Network. It also owns and operates WNTA-AM-TV Newark and KMSP-TV Minneapolis-St. Paul. It is a co-producer with Fox and Desilu Productions in various half-hour tv film serials.

MR. RHODEN

MR. LANDAU

NTA's current cash assets are reported at slightly more than $5 million, as of July 31, 1957. Gross revenue from film rentals for the fiscal year, ended last July 31, amounted to almost $11 million. The company has more than 400 employes and approximately 4,000 shareholders with 1,082,000 shares of stock outstanding.

Schlitz, Coors Buy 'Raiders' From Ziv for Total 23 Markets

In two multi-market purchases, the Schlitz Brewing Co., Milwaukee, and Adolph Coors Co. (beer), Golden, Colo., last week signed to sponsor Ziv Television

SPORTS

EXCLUSIVELY KTVU...

IN THE SAN FRANCISCO-OAKLAND MARKET

FOOTBALL! BASKETBALL! SPRING SPORTS!

San Francisco 49er and Los Angeles Rams Exhibition Games from Portland, Seattle and Los Angeles. 49er Highlights each week.

THE UNIVERSITY OF CALIFORNIA AND STANFORD UNIVERSITY HAVE MADE AN EXCLUSIVE ARRANGEMENT WITH KTVU FOR TELEVISION COVERAGE OF

- ALL COLLEGIATE FOOTBALL GAMES, BOTH AT HOME AND AWAY FROM HOME.
- LIVE BASKETBALL, EVERY SATURDAY EVENING DURING THE SEASON.
- SELECTED SPRING SPORTS.
- WEEKLY PROGRAM FEATURING COACHES OF BOTH UNIVERSITIES.

HERE IS THE **GREATEST TELEVISION SPORTS PACKAGE**

EVER CREATED FOR ADVERTISERS
SELLING THE SAN FRANCISCO-OAKLAND MARKET
39 WEEKS, SEPTEMBER THROUGH MAY

SEASON STARTS SEPTEMBER 20th. CALL KTVU OR H-R TELEVISION, INC. TODAY FOR COMPLETE DETAILS.

SAN FRANCISCO-OAKLAND TELEVISION, INC.
ONE JACK LONDON SQUARE
OAKLAND 7,
CALIFORNIA

Programs' new half-hour series, *MacKenzie's Raiders,* in 15 and 8 markets respectively. The business was placed for Schlitz through the J. Walter Thompson Co., New York, and for Coors through Revell Fox Adv., Denver.

Included in Schlitz's market lineup are Chicago, Washington, Miami, Jacksonville, Orlando, Fla., and Charlotte, N. C. Coors' buy covers Denver; Albuquerque, N. M.; Amarillo, Tex.; Colorado Springs-Pueblo, Colo.; Las Vegas, N. M.; El Paso, Tex.; Roswell, N. M., and Midland-Odessa, Tex.

These two purchases, plus new single-market sales, have boosted the total number of markets sold on the series to 63, according to Len Firestone, Ziv Tv's syndication sales manager. Among stations that have signed for the series are WCBS-TV New York, KTTV (TV) Los Angeles, WFAA-TV Dallas-Fort Worth, KSL-TV Salt Lake City, WSM-TV Nashville, KOTV (TV) Tulsa, KOLD-TV Tucson, KERO-TV Bakersfield and KETT (TV) Santa Barbara, both California.

Unhappy Stockholder Sues Republic Pictures

Republic Pictures Corp. President Herbert J. Yates and 10 associates were charged last week with improper cut-rate sales of feature films to television, nepotism and other corporate acts for "personal enrichment." The allegations were made in a petition to the New York State Supreme Court at New York City calling for dissolution of the major film firm to prevent further "waste" of assets.

The complaint was filed by Abraham Meltzer, Madison Ave. accountant and one among several thousand common stockholders. Republic has not paid a common stock dividend since its formation in 1945 through a merger of several companies, although preferred stock dividends have been consistent.

Republic dropped out of feature film production earlier this year but continues as parent firm of several operating subsidiaries and film exchange operations. These include Hollywood Television Service, tv film distributor, and Consolidated Film Industries, one of the five largest negative-developing and film-printing firms in the U. S. serving the movie and tv film industries.

Also named defendants are Richard W. Altschuler, Albert W. Lind, Franklin A. McCarthy, Bernard E. Smith Jr., John Petrauskas Jr., Edwin Van Pelt, Douglas T. Yates, Ernest A. Hall, Harry C. Mills and John J. O'Donnel. All are members of the board or officers.

The complaint said Mr. Yates and his family for many years through preferred and common stockholdings, debentures, proxies and affiliated interests have held "working control" of Republic and have controlled virtually all of the board of directors and company offices. The petition charged Mr. Yates with operating "the business, affairs and policies of the corporation as though it were a private, family-owned business" and at the expense of other stockholders.

INDEPENDENT TV FILLS KEY POSTS

Key administrative and sales appointments for the new Independent Television Corp. [FILM, July 14] were announced last week and officials said the company, now barely a month old, within 30 more days would be a distribution organization equal to any in tv.

Walt Kingsley, former Ziv Television Programs general sales manager who is president of ITC, announced these selections:

John W. Kiermaier, former administrative manager of NBC's special projects department, to be ITC business manager; William P. DuBois, formerly with Ziv Television, to be general sales manager of ITC's syndicated division; William Andrews, also formerly with Ziv, to be western division sales manager, with headquarters in Beverly Hills, Calif.; John Serrao, with the station representation firm of Peters, Griffin, Woodward for eight years, to work with Mr. Andrews in Los Angeles; Kirk Torney, formerly with MCA and Associated Artists Productions, to be station-group division sales manager; Len Warager, former eastern division sales manager and manager of sales planning and development for NBC Film Sales, to serve with ITC's New York City sales division; John Ettelson, formerly of NBC Film Sales, to represent ITC in the Middle Atlantic states; Prem Kapur, also formerly with NBC Film Sales, to cover the St. Louis area.

In another organizational move ITC has named Wexton Co., New York, as its advertising agency. John H. Eckstein, Wexton director of broadcast accounts, is the account executive.

Both Mr. Kingsley and Jack Wrather, ITC board chairman, stressed that they were not "raiding" other companies for personnel but that they intended to get the best possible. Mr. Kingsley said that of the current appointees all but one had applied to ITC for the posts.

He said he was "delighted with the exceptional organizational progress we have made in the first four weeks since the formation of our company." He also stressed the "dominance of youth" among the executives and salesmen being selected, reporting that their average age is "well below 40."

Mr. Wrather, whose Jack Wrather Organization *(Lassie, Lone Ranger, Sgt. Preston of the Yukon,* etc.) is one of the owners of ITC, said ITC intends to be "in every facet of this [television] business eventually." He felt that ITC differed from other film distribution companies at their inception because, he said, ITC has no problems regarding either financing or product.

He did not identify specific properties but said the ITC sales force would be out selling within two weeks, with air dates to start about the first of the year. He and Mr. Kingsley said ITC would have a sales force as large as that of any film firm—probably about 40 sales people.

Mr. Wrather said ITC's owners—Jack Wrather Organization, Carl M. Loeb, Rhoades & Co., investment firm associated in a number of Wrather enterprises, and Associated Television Ltd. (ATV), program contractor for British commercial tv stations in London and the Midlands—were committed to a $10 million a year budget for ITC. Half of this will come from the Wrather organization and Loeb, Rhoades, and half from ATV. The Wrather Organization and ATV also are committed to supply film product.

Mr. Wrather said ITC not only will buy films but will produce, finance or make whatever arrangements are necessary for the production of properties in which it is interested.

Asked whether ITC might develop live programming, he said this was not anticipated in the first year, at least. In response to another question he said he was not sold on 90-minute lengths for programs, insofar as ITC was concerned.

Aside from its commitments to ITC, he said, the Wrather Organization has recently completed three deals for production—one on the West Coast, one in association with ATV and one with another British group. He said these would be announced shortly. He also said the organization has plans involving production in New York.

The Wrather Organization, he pointed out, has a new division which concentrates on developing properties, in addition to the firm's traditional interest in purchasing from others.

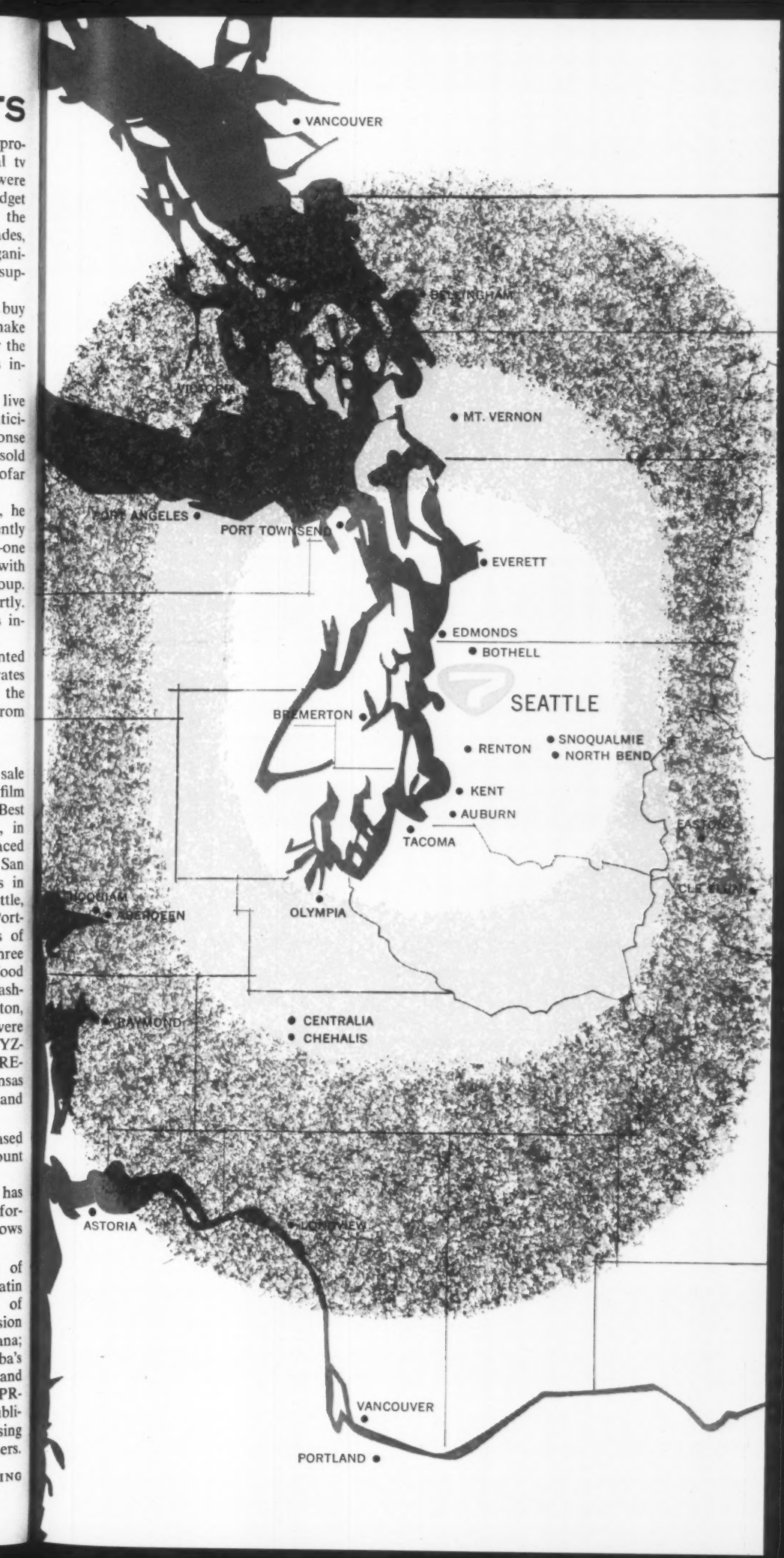
FILM SALES

ABC Film Syndication, N. Y., reports sale of *The People's Choice,* half-hour tv film series in 17 markets, paced by sale to Best Foods Inc. (Nucoa margarine), N. Y., in eight markets. Nucoa business was placed through Guild, Bascom & Bonfigli, San Francisco, and calls for showing series in New York, Sacramento, Phoenix, Seattle, Fresno, Atlanta, Salt Lake City and Portland, Ore. Series, consisting of re-runs of programs carried on NBC-TV for three years, also was sold to Kroger Co. (food products), Cincinnati, for WLAC-TV Nashville, and Stop 'n' Shop food chain, Boston, for WNAC-TV Boston. Station sales were made to WMAL-TV Washington; WXYZ-TV Detroit; KARD-TV Wichita; WBRE-TV Wilkes-Barre, Pa.; WDAF-TV Kansas City, Mo.; WPSD-TV Paducah, Ky.; and KFVS-TV Cape Girardeau, Mo.

WTOP-TV Washington, has purchased MCA-TV Film Syndication's Paramount features.

Fremantle International Inc., N.Y., has announced sale of nine shows in eight foreign countries, bringing total to 23 shows sold overseas during July.

Telestar Films, N.Y., following return of executive v.p. David Savage from Latin American trip, has announced sale of *Crossroads* and *White Hunter* to Television Habanera, operator of channel 10, Havana; *Topper* and *Tv Reader's Digest* to Cuba's CMQ-TV Network; *Topper, Crossroads* and *Tv Readers' Digest* to educational WIPR-TV San Juan, and all three series to Publicidad Zuriguel, Venezuelan advertising agency, for re-sale to local tv advertisers.



THIS IS
KIRO-TV
CBS
CHANNEL 7

SERVING
SEATTLE-TACOMA
AND WESTERN
WASHINGTON

316,000 WATTS • CBS • CHANNEL 7 • KIRO-TV

The building above, located high atop Seattle's tallest hill and adjacent to the tower, houses KIRO's television facilities. For the first time, Western Washington is now being served with CBS programming from within the city limits of Seattle. Completely engineered and installed by General Electric, the contract specified equipment "Equal to or better in performance to any comparable commercially available competitive designs."

316,000 WATTS • CBS • CHANNEL 7 • KIRO-TV

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It was two score years ago that Puget Sound and Western Washington first became acquainted with the 50,000 watt voice of KIRO radio on 710 kcs. Serving one of America's major markets, KIRO reaches over 2,700,000 people in Western and Central Washington, Western Canada and Oregon.

Today, teamed with KIRO-TV, these two sister stations pledge themselves to a continuation of progressive broadcasting leadership.

KIRO RADIO • AM-FM

This modern, new building, across Queen Anne Avenue from the television studios, houses KIRO's radio studios and executive offices of Queen City Broadcasting Company.

KIRO's radio transmitter facilities are located on Vashon Island in Puget Sound, midway between Seattle and Tacoma.

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KIRO-TV and KIRO radio, guided by the counsel of an outstanding group of citizens, many of them stockholders, have always accepted their community and public service* responsibilities and will continue to serve listeners and advertisers alike with broadcasting services dedicated to the highest principles of business integrity.

Of equal importance to facilities and affiliation is the character and trustworthiness of the people who guide the operational policies of a business. From our 64 stockholders, we list a representative sample of the calibre of people who are directors and stockholders of Queen City Broadcasting Company.

QUEEN CITY BROADCASTING COMPANY

* WINNER PEABODY AWARD FOR PUBLIC SERVICE

C. EDMONDS ALLEN
Director of Special Services, United Press International.

***THOMAS BALMER**
Business and civic leader. Former President and present member of the Board of Regents, University of Washington. Vice-President, Great Northern Railway Co.

JAMES W. BATES
Distributor, Tidewater Petroleum Products.

WILLIS L. CAMPBELL
Business and civic leader. President, General Insurance Co. of America and related companies. Director, Seattle Chamber of Commerce. Director, Greater Seattle, Inc.

STANLY W. DONOGH
Business and civic leader. Retail Group Manager, Sears, Roebuck and Co., Seattle. Director, Greater Seattle, Inc.

JOEL E. FERRIS
Pioneer investment banker and philanthropist. Director, Seattle-First National Bank, Columbia Electric Co., Great Northwest Life Insurance Co. Overseer, Whitman College, Walla Walla, Washington.

***SAUL HAAS**
President and General Manager, Queen City Broadcasting Co. Director, Washington State Association of Broadcasters. Former newspaper editor and publisher.

JOHN C. HAGEN
Retired businessman. Owner with his sons of Troy Laundry, Seattle, and Crystal Laundry, Yakima and Spokane, Washington.

***FRED HALEY**
Educator, business and civic leader. President of Brown and Haley Candy Co. Chairman of Tacoma, Washington School Board.

***GEORGE P. HARDGROVE**
Chairman, Queen City Broadcasting Co. Director, Puget Sound Navigation Co., Black Ball Lines, Ltd. Trustee, De LaSalle Institute. Co-founder, Ferris and Hardgrove, Investment Banking firm.

***CHARLES HOROWITZ**
Attorney. Former President, Seattle Bar Association. Former lecturer in Law, University of Washington.

RALPH C. JAMES, JR.
Businessman, farmer. President, Northwestern Agencies, Inc., Seattle. President, York Farms of Redmond, Washington.

***PAYNE L. KARR**
Attorney. Senior Partner in law firm of Karr, Tuttle and Campbell. Past President, Seattle Chamber of Commerce. Director, International Association of Insurance Counsel. Trustee, Seattle Municipal League. Member, American College of Trial Lawyers. Past President, World Affairs Council.

GRANT KEEHN
Civic leader and businessman. Director, Great Northern Railway Co. Executive Vice-President, First National Bank of City of New York. Trustee, Hamilton College. Director, Boys Clubs of America.

***JOHN L. KING**
Secretary-Treasurer, Community Service Director, Queen City Broadcasting Co. Regent, University of Washington, and former President of the Regents. Former President, Seattle-King County Safety Council. Member, Association of Governing Boards, of State Universities and Allied Institutions. Past President and member of Public Relations Roundtable. Member, Executive Committee, YMCA.

HARRY B. LEAR
Active civic leader and businessman. Chairman of the Board, Pacific National Bank of Seattle.

WARREN G. MAGNUSON
Senior United States Senator from State of Washington.

HUGH B. MITCHELL
Transportation executive. President, Alaska Van and Storage. Former U. S. Senator and Congressman.

EDWARD R. MURROW
Veteran news commentator, Columbia Broadcasting System.

DIETRICH SCHMITZ
Educator and business executive. Chairman. Washington Mutual Savings Bank. President, Seattle School Board. Director, Boeing Airplane Co.

***ROBERT SPARKS**
Executive Vice-President, Bowery Savings Bank, New York City.

WILLIAM STERN
Director, Northwest Orient Airlines.

FRANK L. TAYLOR
Newspaperman. Executive Vice-President, New York Herald Tribune. Director at Large, American Cancer Society. Former Managing Editor, Seattle Star.

**Directors.*

KIRO-AM—50,000 watts—710 kcs.
KIRO-FM—16,400 watts—100.7 mcs.
KIRO-TV—316,000 watts—Channel 7

1530 Queen Anne Avenue, Seattle 9, Washington
ATwater 3-9800
National Representatives, Peters, Griffin, Woodward, Inc.

KIRO-TV and KIRO radio, guided by the counsel of an outstanding group of citizens, many of them stockholders, have always accepted their community and public service* responsibilities and will continue to serve listeners and advertisers alike with broadcasting services dedicated to the highest principles of business integrity.

Of equal importance to facilities and affiliation is the character and trustworthiness of the people who guide the operational policies of a business. From our 64 stockholders, we list a representative sample of the calibre of people who are directors and stockholders of Queen City Broadcasting Company.

QUEEN CITY BROADCASTING COMPANY

* WINNER PEABODY AWARD FOR PUBLIC SERVICE

C. EDMONDS ALLEN
Director of Special Services, United Press International.

***THOMAS BALMER**
Business and civic leader. Former President and present member of the Board of Regents, University of Washington. Vice-President, Great Northern Railway Co.

JAMES W. BATES
Distributor, Tidewater Petroleum Products.

WILLIS L. CAMPBELL
Business and civic leader. President, General Insurance Co. of America and related companies. Director, Seattle Chamber of Commerce. Director, Greater Seattle, Inc.

STANLY W. DONOGH
Business and civic leader. Retail Group Manager, Sears, Roebuck and Co., Seattle. Director, Greater Seattle, Inc.

JOEL E. FERRIS
Pioneer investment banker and philanthropist. Director, Seattle-First National Bank, Columbia Electric Co., Great Northwest Life Insurance Co. Overseer, Whitman College, Walla Walla, Washington.

***SAUL HAAS**
President and General Manager, Queen City Broadcasting Co. Director, Washington State Association of Broadcasters. Former newspaper editor and publisher.

JOHN C. HAGEN
Retired businessman. Owner with his sons of Troy Laundry, Seattle, and Crystal Laundry, Yakima and Spokane, Washington.

***FRED HALEY**
Educator, business and civic leader. President of Brown and Haley Candy Co. Chairman of Tacoma, Washington School Board.

***GEORGE P. HARDGROVE**
Chairman, Queen City Broadcasting Co. Director, Puget Sound Navigation Co., Black Ball Lines, Ltd. Trustee, De LaSalle Institute. Co-founder, Ferris and Hardgrove, Investment Banking firm.

***CHARLES HOROWITZ**
Attorney. Former President, Seattle Bar Association. Former lecturer in Law, University of Washington.

RALPH C. JAMES, JR.
Businessman, farmer. President, Northwestern Agencies, Inc., Seattle. President, York Farms of Redmond, Washington.

***PAYNE L. KARR**
Attorney. Senior Partner in law firm of Karr, Tuttle and Campbell. Past President, Seattle Chamber of Commerce. Director, International Association of Insurance Counsel. Trustee, Seattle Municipal League. Member, American College of Trial Lawyers. Past President, World Affairs Council.

GRANT KEEHN
Civic leader and businessman. Director, Great Northern Railway Co. Executive Vice-President, First National Bank of City of New York. Trustee, Hamilton College. Director, Boys Clubs of America.

***JOHN L. KING**
Secretary-Treasurer, Community Service Director, Queen City Broadcasting Co. Regent, University of Washington, and former President of the Regents. Former President, Seattle-King County Safety Council. Member, Association of Governing Boards, of State Universities and Allied Institutions. Past President and member of Public Relations Roundtable. Member, Executive Committee, YMCA.

HARRY B. LEAR
Active civic leader and businessman. Chairman of the Board, Pacific National Bank of Seattle.

WARREN G. MAGNUSON
Senior United States Senator from State of Washington.

HUGH B. MITCHELL
Transportation executive. President, Alaska Van and Storage. Former U. S. Senator and Congressman.

EDWARD R. MURROW
Veteran news commentator, Columbia Broadcasting System.

DIETRICH SCHMITZ
Educator and business executive. Chairman. Washington Mutual Savings Bank. President, Seattle School Board. Director, Boeing Airplane Co.

***ROBERT SPARKS**
Executive Vice-President, Bowery Savings Bank, New York City.

WILLIAM STERN
Director, Northwest Orient Airlines.

FRANK L. TAYLOR
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AUTOMATION FEATURES WESCON

- **Over 1,000 stations using remote equipment**
- **Los Angeles exhibits include tv apparatus**

The broadcast engineer came pretty close to being the forgotten man at the 1958 Western Electronic Show and Convention held Aug. 18-22 in Los Angeles. Only one of the 42 technical sessions, Thursday afternoon's on "Radio and Television Broadcasting," had the word "broadcasting" in its title. Friday morning's session on "Advanced Television Techniques" dealt chiefly with receivers, although it included a paper on NBC-TV's Chroma-Key [NETWORKS, Dec. 30 1957].

The age of automation for broadcasting, if not already here, is on the verge of arriving, Charles Schaefer, president of Schaefer Custom Engineering, told the broadcasting session. Economics and the lack of qualified engineers make automation inevitable, he stated, reporting that more than 1,000 U.S. stations already are operating their transmitters by remote control.

Automatic programming has enabled stations to go into all-night operation which otherwise would be economically unfeasible, Mr. Schaefer said. He reported that three small towns in Arizona now have their own radio stations only because they can be automatically operated and programmed from a fourth station in a larger community [for a description of the Schaefer system of automatic programming, see MANUFACTURING, March 17].

Robert W. Buyloff, of NBC's Facilities Engineering Dept., reported on the use of automatic gain control amplifiers, automatic cueing equipment and a delayed broadcast sequence control system with a timed pre-set that provides essentially automatic operation of the videotape equipment used by NBC-TV at Burbank, Calif., for delayed broadcasting. A battery of a dozen tape machines records network tv programs for broadcasting with delays of one or three hours to permit viewers in most parts of the country to receive them at the same local time as the New York telecasts, or with an hour's variance at most.

The method by which stabilization needed for proper videotape recording of color tv programs is achieved was described by L. J. Cabell, research engineer at the videotape systems laboratory of Stanford Research Institute. The method, which employs a servo-loop comparing speed of the recording head to the color sub-carrier frequency and correcting the speed by means of an eddy current break, not only provides the precise timing necessary but also greatly reduces shimmer and other objectionable effects which sometimes appear in non-stabilized color recording systems, he said.

The chief advantage of the Kahn compatible single-sideband system tested since March at KDKA Pittsburgh has been to reduce interference with WBZ Boston, Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Stations, reported. In more than five months of operating with CSSB, KDKA has not had a single complaint of poor performance, he said. The Kahn system of CSSB has been found reliable, stable and generally easier to operate than the conventional system of double-sideband broadcasting by am stations, he said. Mr. Harmon's paper supplemented a report made at the 1958 Broadcast Engineering Conference [NAB CONVENTION, May 5] when the KDKA tests had been in progress a little over a month.

Answering a question about stereophonic broadcasting, Mr. Harmon emphatically stated that an am channel should not be used for stereo. "It's not a question of phase but of noise, man-made noise," he declared.

The broadcaster's problem of maintaining his assigned broadcast frequency accurately has been aggravated as the commercial broadcast spectrum has extended upward toward 1000 mc, it was noted in a paper prepared by C. A. Cady and W. P. Buuck of General Radio Co., delivered by Mr. Buuck. "It is obvious," he said, "that a broadcaster with a tolerance of plus or minus 1 kc at 600 mc requires 10 times the accuracy, percentage-wise, that he would need at 60 mc."

Simple To Maintain Accuracy

To maintain the required accuracy the broadcaster needs a simple field-type apparatus that will enable him to refer his frequency to a frequency standard such as WWV, the government time-signal station, Mr. Buuck said. He noted in passing that "all oscillators suffer from long-term drift," and that "even WWV requires periodic correction on the basis of star time measurement." This apparatus, he said, must have good resolution.

The broadcaster was also the neglected, if not completely forgotten, man at the 900 exhibits in Pan-Pacific Auditorium. Military and industrial electronics dominated the scene, with only an occasional piece of broadcast equipment among the $8 million worth of electronic gear on display.

Among exceptions, Ling Electronics showed microwave relay equipment suitable for use in connecting tv stations, with full 1 w systems starting at $7,900 Ling also offered a complete mobile tv unit including a Volkswagen station wagon equipped with camera chain and all equipment needed to pick up a picture and relay it back to the transmitter, priced at $21,000 and available at $2,000 down and $499 a month.

A Ling subsidiary, Electron Corp., showed what was described as the lowest cost closed-circuit system on the market, priced at under $900. Electron Corp. President Mort Zimmerman late Wednesday was trying to figure out how to get a prototype of the Lingmitter, a ham tv transmitter operating in the 420-450 mc band allocated to amateurs, into his exhibit without displacing his other equipment. Calling the Lingmitter the first ham tv equipment available commercially, Mr. Zimmerman said a complete package of camera, video monitor, transmitter, antenna and transmission line is being offered tv amateurs for $2,495 complete. He noted the amateur band is close enough to the beginning of the uhf broadcast part of the spectrum (starting with ch. 14, 470-476 mc) that set owners might be tempted to convert their receivers for uhf reception in order to tune in the amateurs and thus help in some small degree to building the uhf audience.

Gates Radio Co. showed a new 10 w fm transmitter for use at colleges and other confined coverage areas, priced at $1,195, and a dual-channel multiplex fm unit complete with the exciter for approximately $2,100.

Hallamore Electronics Co. displayed compact, lightweight tv cameras, including one model with all circuitry except the vidicon camera tube completely transistorized. Hallamore also showed an automatic sun-shutter designed to protect the tubes from inadvertent exposure to the sun or any other high-intensity light source. Included in the firm's exhibit was a "Sellevision" display unit, closed-circuit tv system for use in stores and other public places.

Eye-catcher at the International Telephone & Telegraph exhibit was a tv receiver surmounted by a storage display tube which captured and held selected segments of the video picture as "stills" for study at leisure. Device is intended primarily for use in recording information received by radar or other electronic communications equipment, but could be used in television as well, a spokesman said—perhaps as an aid to editing videtape recordings.

Amperex Electronic Corp. exhibited two new frame grid tubes for use in the tuning sections of new tv sets which will aid tv broadcasters by providing an effective signal reception area up to 35% larger than that attainable with present day sets, the company said. These were described as the first production frame grid tubes designed to operate in the commercial vhf tv spectrum.

Also at the tv receiving end, Wescon visitors to the exhibit of Sylvania Electric Products saw what was called the shortest picture tube yet, a 17-inch faced tube with a front-to-back measurement of only 10¼ inches. Reduction was achieved by a radically new gun design, Sylvania reported.

Adjacent to the displays of the latest in electronic gear was a historical exhibit of some of the earliest examples of the field, including replicas of the first vacuum tubes designed by Dr. Lee De Forest, the 5 w transmitter with which KNX Los Angeles went on the air in 1920 and the transmitter used by KFI Los Angeles at about the same date. KNX reported ravages of time made it necessary for the station to borrow two tubes and several meters from another antique collection, owned by KIEV Glendale, Calif., to complete its exhibit.

College Develops Color System

The Iowa State College, Ames, Iowa, has announced the showing on Sept. 17 of a color tv recording and reproducing system developed at the college.

The system puts color electronically on 35 mm black and white film so that film

may be used to rebroadcast or reproduce original color. The economy of the system is pointed up by the fact that a tv station having no color producing equipment but having a transmitter capable of passing a standard color signal will require approximately $18,000 in special equipment, according to the college.

Information on this system is available from the Director, Engineering Experiment Station, Iowa State College, Ames, Iowa.

Tv, Radio Set Shipments Fall Below Level Last Year

Television and radio set shipments from factories to dealers during the first six months of 1958 showed a decline from the same period in 1957, according to Electronic Industries Assn.

Six-month tv set shipments totaled 2,000,988 for 1958 compared to 2,503,966 in the like 1957 half-year. June tv shipments totaled 220,512 sets compared to 210,197 in May and 382,699 in June of last year.

Radio shipments totaled 2,905,327 sets for the first half of 1958 compared to 3,436,428 in the same 1957 period.

Color Tube Standards Set

National Bureau of Standards, Washington, in cooperation with the Joint Electron Tube Engineering Council of Electronics Industries Assn., has announced availability of brightness standards for color tv tubes. Each set consists of red, green and blue standards, which closely match in spectral energy "the three phosphors which in the tube act together to produce various colors in the image." Master standards, used to calibrate the standards supplied to the industry, are retained at the Bureau. Sets can be obtained from the Photometry & Colorimetry Section of the Bureau at $250 per set. A detailed report of the standards' design and calibration is included with each set.

Dr. Pietenpol Joins Sylvania

Dr. William J. Pietenpol, director of development, semiconductor devices, Bell Telephone Labs., has been appointed vice president and general manager of the Semiconductor Div. of Sylvania Electric Products, Woburn, Mass. Dr. Pietenpol will be responsible for all divisional operations including research and development, manufacturing and marketing. He is recognized as a leading authority on the development and application of semiconductor devices, including the transistor.

Sylvania is a leading manufacturer of transistors, crystal diodes, and other semiconductor devices. The headquarters plant at Woburn employs approximately 1,000 persons. A similar plant at Hillsboro, N. H., has nearly 400 employes.

Lower Cost for 3M Videotape

A 7% price reduction on magnetic tape for videotape recorders has been announced by Minnesota Mining & Manufacturing Co., St. Paul. The net price of a 64-minute roll of #179 VR "Scotch" tape is down to $282.90 from $306.

COURT'S FIGHT DECISION HAILED

A decision handed down last Monday in New York State Supreme Court, prohibiting three New York radio stations from broadcasting the Floyd Patterson-Roy Harris heavyweight championship bout "in the present tense" was interpreted by broadcasters as "a triumph" for the industry.

None of the three defendants—WOR, WOV and WINS—had claimed they intended to "recreate" the battle in the present tense but said they were testing a stand from the TelePrompTer Corp. that would ban any report of the fight until its conclusion. The ruling by Justice George Tilzer banned a present-tense account of the event but opened the way for a past tense description as the bout was in progress. This development is interpreted as a step forward from an earlier court ruling in 1953 which permitted a summary of the Rocky Marciano-Roland LaStarza bout at the end of each round.

TelePrompTer, which had radio-tv-motion picture rights to the Patterson-Harris fight, carried it only on closed-circuit tv to theatres. It sought an injunction from the court after reading announcements that the three stations intended to broadcast news of the championship contest, as provided by the news services [PROGRAM SERVICES, Aug. 18].

One significant point made by Justice Tilzer in this ruling was that a radio station has the same right to disseminate news as has a newspaper. He asserted:

"The plaintiff has put at the disposal of the national press associations all the facilities necessary to enable them to transmit instantaneous reports of the bout to thousands of newspapers. The dissemination of news, however, is no longer the exclusive province of the newspaper. Once there has been a public dedication of news, radio broadcasters have the same rights of dissemination of news as do newspapers.

"Such rights, nevertheless, do not extend to a blow-by-blow description of the fight nor to a broadcast of the bout phrased in the present tense. This the defendants in effect concede: that they will not simulate a 'live' broadcast nor will they make it appear that they are broadcasting a blow-by-blow description of the bout as distinguished from a report made after the event by a newspaper.

"Balancing all of the consequences and the equities therefore, and mindful of the protestations of the defendants, it is sufficient to say that the moving party has demonstrated its right that the report or broadcast of the fight be made in the past tense and that fair dealing dictates that it should not be a running account of the fight actually in progress.

"Accordingly, this motion for an injunction *pendente lite* is granted solely to the extent of restraining and enjoining defendants from broadcasting any report simulating or likely to be confused with a blow-by-blow or running account phrased in the present tense of the heavyweight boxing contest between Patterson and Harris scheduled for Aug. 18, 1958."

Counsel for the stations were Emanuel Dannett, WOR; Frederic A. Johnson, WINS, and Asher Lans, WOV. The main contention of the broadcasters, as outlined in Mr. Dannett's brief, was: "Whatever common law rights the plaintiff [TelePrompTer] may have in broadcasts pertaining to the bout will be destroyed, when, with the plaintiff's permission, news reports of the bouts are given nation-wide circulation by press associations." The brief claimed that restrictions upon broadcasting of the news of the bout, imposed by TelePrompTer upon press associations, "will not survive the publication of such news." The brief summarized the broadcasters' point this way:

"Plaintiff, by authorizing the national press associations to transmit to their subscribers summaries and blow-by-blow descriptions of the bout, for distribution to newspapers, will have published the news of the bout and broadcasters, who, under contract with the press associations, receive such news have the right to use such news without restriction or limitation.

"Such restrictions as the plaintiff has sought to impose upon the news cannot survive its publication, nor does the fact that the plaintiff may not intend an unlimited publication assist the plaintiff, since no matter what its intent, it has, in fact, allowed publication of the news upon the broadest scale."

WOR and WOV gave summaries of the bout's proceedings at the end of each three rounds in the manner provided by the press associations, plus color background on the fight. WINS presented what it called "dramatized" coverage of the bout, with sportscaster Les Keiter delivering, in the past tense, an account that appeared to be virtually blow-by-blow.

GOOD SHOW

Officials of TelePrompTer Corp., New York, late last week termed its closed-circuit telecast of the Floyd Patterson-Roy Harris heavyweight bout "a financial and promotional success." Based on returns from 50% of 151 theatres in 132 cities that carried the bout, TelePrompTer estimated that more than 200,000 patrons paid "slightly less" than $1 million for admission. Company officials said they were "pleased" with the receipts, conceding that the bout was not a top-level attraction. Alfred N. Greenberg, director of advertising and public relations, said the telecast marked the first time that "not a single breakdown" had occurred in transmission. The company, he added, had set up what it called "a quality control network," manned by more than 1,000 engineers throughout the country, who moved in to correct transmission disorders. The reports from exhibitors on picture transmission were "highly flattering," Mr. Greenberg said.

WOW! What a tower! What a signal! What great studios! What pro performance! You get it all on powerful new WTAE, Channel 4, in the important Pittsburgh market.

Take TAE and see. But first see the Katz man.

ON-THE-AIR SEPTEMBER 14
BASIC ABC IN PITTSBURGH

REPRESENTED BY
THE KATZ AGENCY

WTAE 4
BIG TELEVISION IN PITTSBURGH
CHANNEL

AT&T, WU BIDDING TO HIKE NEWS WIRE

- **Teletypewriter proposal in**
- **News users would feel costs**

The cost of gathering and disseminating news may go up—and part if not all of this increase may be charged to radio and tv services and newspapers which use news wire service teleprinters.

This is the consensus of experts who have studied the new tariffs for interstate private line teletypewriter services, filed Aug. 15 with the FCC by AT&T and Western Union.

Principal users of teleprinter services are the news wire services (AP and UPI), government agencies, railroads, airlines, stock brokers and industrial companies with many plants or offices throughout the country.

If the wire news services are forced to pay more for teleprinter service, part or all of this increase will be passed on to their customers. Most radio and tv stations subscribe to one or both news services.

Radio and tv networks use private teletypewriter services extensively to link o&o stations and origination points. But, it is understood, this expense is minimal compared to what the networks spend for program lines. There are a few stations using private line teleprinters; these are mostly chains or, in some instances, station tie-in's to the AT&T Long Lines intercontinental weather bureau service.

The new tariffs become effective Oct. 1, unless the FCC postpones them pending an investigation.

The prospective increases were blasted last week by Rep. Emanuel Celler (D-N.Y.). Mr. Celler is chairman of the House Judiciary Committee and of its antitrust subcommittee. He warned that he intended to "maintain a watchful eye" on the FCC's action regarding the new charges. He said that any Commission inaction would "only compound the existing situation and lead to the conclusion that the Commission has largely abdicated its regulatory responsibility in the wire communications area."

Mr. Celler referred to the 1953 hike in long-distance charges approved by the FCC without a hearing and to testimony before the House subcommittee earlier this year which indicated that AT&T had earned more than the contemplated 6½% return on book value in 1955-57. The New Yorker claimed this amounted to a $159 million overcharge to the American public.

He also called on the FCC and the Dept of Justice to determine whether there was any collusion between AT&T and Western Union because they both filed their new teleprinter tariffs the same day.

AT&T estimated that the new charges averaged a 26% increase, Western Union 23%. AT&T figured that the new rates would bring in an additional $11 million a year, Western Union $7.7 million. Both claimed that returns on teleprinter service have been well below the historic 6%—AT&T said its teleprinter income averaged 1.7%; Western Union, 2.3% or 3.6% depending on how investment is figured.

Both communications companies stated that the proposed new tariffs constituted only interim relief, that they intended to ask for higher rates later.

Last June both AT&T and Western Union notified the FCC that they were considering asking for increases in rates for their teleprinter services. The announcements were contained in testimony before the Commission on private wire services. The tariffs filed two weeks ago are less drastic than was implied then. In Western Union's new tariff the increases apply to facsimile as well as teleprinter service.

A combination hard to beat...
3 Aces showing
TOPS in Pulse Share of Audience MARCH '58
1ST in Pulse Cumulative OCT. '57 (last taken)
1ST in Hooper Survey MARCH '58
...and 1 in the hole
Sacto's strongest merchandising and promo assistance.
PLUS Sacto's top personality shows.
PLUS Balanced Programming.
Let the Edward Petry boys show you more of the cards that make KCRA, Sacramento, an unbeatable hand.
KCRA RADIO
NBC 5000 WATT
SACRAMENTO, CALIFORNIA

Combs Radio Service Offers 'Voiced' News

The establishment of a "voiced" news service for independent and network radio stations was announced last week by George Hamilton Combs, news commentator and president of the newly-formed Radio Press, New York. Temporary headquarters have been set up at 415 Madison Ave., New York 17. Telephone is Plaza 4-1188.

Operations will begin Oct. 6, according to Mr. Combs. Radio Press will offer daily at least an hour of news and features, which the stations can divide into quarter-hours or 12 five-minute segments. News will be sent to am and fm independent outlets and network stations by wire, tape or fm relay.

Mr. Combs said Radio Press will pay for

in Omaha;

the man who

has everything;

goatee,

orange thunderbird,

ancestry,

and a gift for selling

He's Henry Busse, Jr., and in his own unique way he's typical of the personalities who have put KOWH at or near the top of Omaha radio for more than 8 years. Give yourself everything you need to succeed in Omaha radio: KOWH (good coverage too, on 660 kc).

Talk to a Young man, or KOWH General Manager, Virgil Sharpe.

KOWH OMAHA

Represented by Adam Young Inc.

line charges. Rates will be dependent upon the national spot billing of the station. He indicated that the company has signed up "several" stations but said he could not identify them at this time.

"Subscribers will receive 'voice' coverage of top overseas and national stories as well as full Washington coverage," Mr. Combs said. "To cover late-breaking news, the schedule will be kept flexible. The syndicated news service will furnish daily shortwave or telephone reports by correspondents in world capitals and trouble spots. Excerpts from Presidential, Cabinet and Pentagon news conferences are to be supplemented by reaction-interviews on Capitol Hill and verbatim highlights of congressional hearings. The Washington staff also will dig for important exclusives. Roving reporters and staffers of subscribing stations will cover major domestic stories."

Mr. Combs said the service plans to have commentators who will come in pairs—"for and a'gin, conservative and liberal. We'll hit a balance, featuring short incisive commentaries."

Mr. Combs has been a radio foreign correspondent and news commentator in the New York area for 21 years, including service with WMGM, WHN and WABC New York. Until several weeks ago, he was associated with WABC. He reported that his contract with WABC ended earlier this month and was not renewed because the new management team "has decided not to use commentators." He said the termination of the contract was "amicable." Mr. Combs is a former Democratic congressman from Missouri.

Stewart Barthelmess, a former ABC executive, has been named general manager of Radio Press.

Emery Cuts Tv Air Freight Tab

Emery Air Freight Corp., New York, has adopted new low air freight rates for film and tv tape on shipments from New York, Chicago and Los Angeles to 43 key cities in U.S. The new rates, Emery says, will save from 10 cents to more than $40 as compared with old rates, on a shipment from one client to more than 214 tv stations. The saving varies with the weight and distance of shipment. The new minimum has been set at $3.40 as against $3.50 under old schedule.

PROGRAM SERVICE SHORTS

Cascade Pictures of California, Hollywood, has ordered Ampex videotaping equipment and will offer complete taping facilities to its clients within next 30 days. Cascade will be first independent producer of film commercials on coast to offer agencies and advertisers taping facilities on own sound stages, President Berney Carr commented. Mr. Carr pointed out Cascade will be able to provide taped commercials with optical and matting where needed by reverting to normal film procedures for these ingredients and going from film to tape to film to make master tape for tv use.

Gale-Gernannt Productions Inc., N. Y., tv packaging company, has opened offices at 55 W. 53rd St., New York, N. Y. Telephone: Circle 5-8333. Co-owners of company are orchestra leader **Bill Gale** and radio-tv packager **Bill Gernannt. Herb Landon,** formerly publicity director of Kenyon & Eckhardt, N. Y., is general manager. Firm packages *Country Fair,* scheduled to be carried on NBC-TV this fall as weekday daytime program.

CONTRACTS for complete UPI broadcast news packages are sealed by officials of TLF Broadcasters Inc., and the wire service. The new contracts for five Time-Life radio-tv stations include Movietone News Film, Unifax Facsimile, and Broadcast Newswire. On hand for the signing were (l to r) Howard J. Black, Time Inc. executive vice president, and LeRoy Keller, UPI vice president and general sales manager (standing), Mims Thomason, UPI vice president and general business manager, and Weston C. Pullen Jr., Time Inc. vice president for broadcasting. Stations covered are KDYL-KTVT (TV) Salt Lake City; KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis; WOOD-AM-TV Grand Rapids and WFBM-AM-TV Indianapolis.

No Frills, Much Rumor Accompany 'Dotto' Exit

A popular tv quiz program, *Dotto,* was removed from the network scene over the Aug. 16 weekend with the "silence" of a thunderclap. Advertiser, agency, networks and packager quickly stamped the incident "top secret" and met all queries last week with a cryptic "no comment."

By plugging any suspected leaks, it was hoped that the matter would just evaporate.

The program had been riding high in the ratings, was destined to become a fixture on CBS-TV Monday-Friday in the 11:30 a.m.-noon spot and a nighttime quiz contender on NBC-TV Tuesday, 9-9:30 p.m. It was the tv quiz sweepstake entry of Colgate-Palmolive Co., through Ted Bates & Co., both New York; packaged and owned by Frank Cooper Assoc.; produced by Ed Jurist; directed by Jerry Schnur and emceed by Jack Narz [also see IN REVIEW, Aug. 4].

Although nobody would comment officially, the unofficial and widespread explanation was that an apparently disgruntled contestant filed a complaint with FCC and the sponsor alleging irregularities regarding the "contest." Reportedly, the complaint charged that the show was rigged to favor another contestant.

An FCC source acknowledged that a complaint had been received and that the FCC had asked CBS-TV for an explanation. The network's reply had not been made at week's end.

The Colgate decision to knock the show off the airwaves was first made known to "outsiders" on Friday, Aug. 15, when Entertainment Productions, packager of another quiz called *Top Dollar* (on Saturday nights, CBS-TV, sponsored by Brown & Williamson whose schedule runs out Aug. 30), was notified to stand by with a program for Monday. This order was confirmed the next day.

Colgate, through its agency, formally announced Saturday it had "discontinued effective immediately" its sponsorship of the program, that *Top Dollar* would substitute on CBS-TV and *Colgate Theatre,* a filmed drama series of pilots, would replace *Dotto* on NBC-TV Tuesday night. At the same time, CBS-TV announced it had notified both sponsor and agency that it would "no longer" telecast the show.

It was learned that an affidavit had been filed with the FCC and that the Commission brought the matter to the attention of the networks as a matter of course. The networks would not comment on this report.

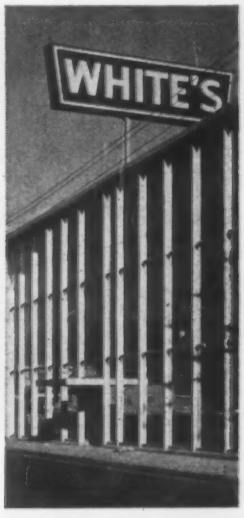
A Ted Bates executive, who declined to comment, indicated the agency and client were taking this tight-lipped position in the hopes that the incident would remain closed.

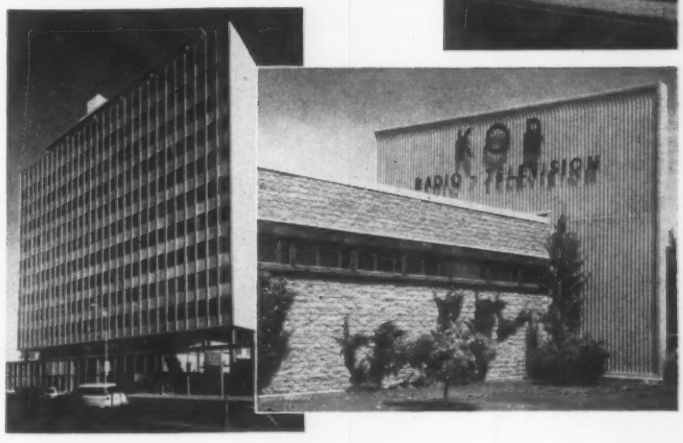
According to one unconfirmed report, the network role in the *Dotto* story was being played at top levels only.

As stunned as anybody in the radio-tv business was m.c. Narz. He apparently had not been notified of the cancellation until late Saturday and was planning to move his family from California to a newly

THIS IS ALBUQUERQUE

NOW
KOB-TV serves 100,100 TV homes* in the nation's 78TH MARKET in total retail sales!





Just one year ago, Albuquerque, New Mexico was the nation's 90th market in total retail sales. Today, with its business activity increasing at a rate *three times above the national average*, Albuquerque has jumped to 78th . . . the fastest-growing *billion dollar* market in the Southwest.

To *sell* the 100,100 television families (see footnote) in atomic Albuquerque, KOB-TV is your *best* bet. Latest ARB figures show that KOB-TV leads the competition by a handy 3-to-2 margin from sign-on to sign-off, seven days a week.

Under the progressive management of KSTP, Inc., broadcast leaders in Minneapolis-St. Paul, KOB-TV continues to extend its leadership in the important Albuquerque market.

For further information on this major market, contact a KOB-TV representative, or your nearest Petry office.

* *This figure—from* TELEVISION *Magazine, August, 1958 is conservative. We believe the actual figure to be approximately 132,000 sets.*

KOB Television Channel 4
ALBUQUERQUE, NEW MEXICO
Serving and Selling the Surging Southwest"
Represented by Edward Petry & Co., Inc.

"B" is Benign
And not very deep.
Without stimulation,
Radio puts him to sleep!

To keep listeners wide awake, radio must be programmed with stimulation and vitality plus appeal to the wide variety of individual tastes that make up any market.

In Greater Los Angeles, KHJ with FOREGROUND SOUND has been providing its listeners with this kind of programming for 36 years.

Through news, commentary, sports, quiz, dramatic and variety programs, KHJ delivers listeners who pay close attention to the programs of their choice and consequently to the commercials within and around it.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

purchased house in New York. Commercials prepared for *Dotto* and featuring Mr. Narz on film were shown on the program replacements.

Sarnoff Tells VFW Of NBC Service Plan

NBC is projecting five years ahead to develop a broad range of public service programs that will "explore this nation's heritage, achievements and problems," Chairman Robert W. Sarnoff disclosed last Tuesday (Aug. 19) at the annual convention of Veterans of Foreign Wars, in New York (also see story, page 85). Mr. Sarnoff received the Gold Medal Award of the commander-in-chief of the VFW, Richard L. Roudebush, at the convention's opening session. The award is the highest honor the organization's leader can bestow on an individual.

As an example of the network's long-range projects, Mr. Sarnoff cited the scheduling of five 90-minute special programs marking the 100th anniversary of the Civil War [PROGRAMS & PROMOTIONS, August 4], which will be produced by Dore Schary, former MGM production head. Another planned project, *Democracy vs. Communism,* was announced.

Mr. Sarnoff told the convention the network will continue its service to educational television stations in cooperation with the Educational Television and Radio Center—a project which had been singled out for special praise by Comdr. Roudebush—including a new series titled *Ten for Survival.* This series, to be produced in association with the Office of Defense & Civilian Mobilization, will be devoted to the problems of man's adaptation to the nuclear age, and will "attempt to combat misconceptions, allay groundless fears and bolster preparedness of Americans as individuals and as a nation," Mr. Sarnoff said.

"The need for preparedness and a strong defense has become one of the grim facts of life in the 20th century," he said, adding, "Here the nation's broadcasters have a critical role to play beyond their programming effort. The radio and television networks that have been built and are maintained by competitive private enterprise can, if the need arises, be turned instantly into a vast communications complex vital to our national defense. Tied into our far-flung military communications, they can keep Americans at home only seconds removed from the warning message of the radar detector or the reconnaissance pilot on our defensive frontiers. No other means exists for doing this job so efficiently, so quickly, so graphically."

SCOLDED BY VETS

Although honoring NBC Board Chairman Robert Sarnoff last week with a Gold Medal award for his broadcasting leadership, the 59th national convention of the Veterans of Foreign Wars fired a sharp blast at radio-tv generally for "providing a forum for the spreading" of Russian "propaganda which has for its purpose deluding the American people as to the true purpose of the Soviet conspiracy."

The resolution said radio-tv facilities are being provided the new Soviet Ambassador to the U. S. and other Russian leaders.

PRIMARY AFFILIATION of WTOL-TV Toledo with CBS-TV was signed last week in New York. The ch. 11 station—Toledo's second vhf—is expected to go on the air Nov. 1. Representing WTOL-TV at the signing were Frazier Reams, president, and Thomas S. Bretherton, vice president (seated, l-r). Edmund C. Bunker, CBS-TV vice president and director of affiliate relations (center), represented the network.

ABC-TV Sets Disney Format; Plymouth Shifts Lawrence Welk

ABC-TV last week announced it has scheduled a new *Walt Disney Presents* program in lieu of *Disneyland* and has set new times for *The Plymouth Show,* starring Lawrence Welk, and *Man With A Camera.*

ABC-TV hopes it will be able to reach a large adult audience with the new Disney program in the Friday 8-9 p.m. period. The series will feature drama-adventure segments, a spokesman said. It begins Sept. 12 and will be sponsored by Reynolds Metals Co., Richmond, Va., through Buchanan & Co., New York, and Clinton E. Frank Inc., New York; Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago; and Hill Bros. Coffee Inc., San Francisco, through N. W. Ayer & Son, Philadelphia.

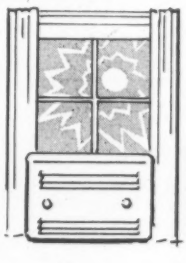
Starting Wednesday, Sept. 10, *The Plymouth Show* will be scheduled 7:30-8:30 p.m. a switch from the Monday 9:30-10:30 p.m. period last season when the program was titled *Lawrence Welk's Top Tunes & New Talent* (see Chrysler story, p. 39). The series is sponsored by Plymouth Div., Chrysler Corp. through Grant Adv.

The *Man With a Camera* adventure-mystery series will be presented Friday 9-9:30 p.m. under sponsorship of the Photo Lamp Dept., General Electric Co., Cleveland, through Grey Adv., New York. The program originally had been scheduled Friday 8-8:30 p.m.

IT PAYS TO HAVE THE FEEL OF THE MARKET!

There are places like this in America today, but you won't find them in North Texas. In fact, in the Dallas' hub you'll find the tallest skyscrapers west of the Mississippi... the greatest concentration of population and consumer spending within a 100-mile radius than any other major Southwestern city.

And — it's all under the powerful signal blanket of WFAA-TV!



DALLAS — *America's most air-conditioned city! (And how they do stay indoors to watch TV!)*

NOW 682,610 TV SETS—based on A. C. Nielsen's NCS #3 1958 TV Set Count and previously substantiated coverage for WFAA-TV (NCS #2) . . . . over 70,000 *more* than credited before!

WFAA-TV

CHANNEL 8 BASIC ABC

316,000 Watts Video • 158,000 Watts Audio
A Television Service Of The Dallas Morning News
Edward Petry & Co., National Representatives.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WIP-AM-FM PHILADELPHIA, PA. • Application filed for FCC approval of sale by Philadelphia Broadcasting Co. (Gimbel Bros. department store) to WIP Broadcasting Inc. for $2.5 million. WIP Broadcasting includes Ben Gimbel Jr., 62.5% of Class B stock; Ralph S. Bilderback, 25% of Class B stock; Edward Petry & Co., 9.7% of Class A stock; Bob Hope, 2.4% of Class A stock and others including Armand Hammer, MBS president, and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Crisconi, Ralph Huberman, L. Parker Naudain and John G. Pew Jr. Class B stockholders elect majority of seven-man board. The application indicated payment would be through bank loan of $1.2 million plus issuance of 6%, 15-year subordinated debentures of $1.1 million. Mr. Gimbel has been president of WIP stations since 1948, Mr. Bilderback vice president of WIP outlets since 1953. Mr. Gimbel was a director of MBS from 1944 to 1957. Balance sheet for WIP stations for June 30, 1958, showed total assets of over $1.4 million with earned surplus of $1 million with net. Net profit Feb. 1 to date was listed at $67,901.53. WIP Broadcasting Inc. has 650,000 Class A and 100,000 Class B shares authorized, with 205,000 Class A and all Class B subscribed.

KOMA OKLAHOMA CITY, OKLA. • Sold by Myer Feldman, Burton Levine and associates to Storz Broadcasting Co. for $600,000. Storz stations are WHB Kansas City, WTIX New Orleans, WDGY Minneapolis-St. Paul, WQAM Miami, Fla. KOMA was bought by present owners in 1956 for $342,500 from John T. Griffin interests. The sale was handled by Blackburn & Co. KOMA is on 1520 kc with 50 kw.

KNAC-TV FORT SMITH, ARK. • Substantial minority interest bought from Harry Pollock and Harry Newton Co. by Donald W. Reynolds for reportedly in excess of $500,000. Mr. Pollock remains as majority owner. Mr. Reynolds has surrendered his permit for ch. 22 KFSA-TV Fort Smith, retaining KFSA-AM-FM there. Under FCC regulations, a single person or company may not have interests in more than one broadcast station in same community. KNAC-TV is on ch. 5 with CBS affiliation (KFSA-TV had NBC and ABC affiliations). Private breach of contract litigation is pending in Fort Smith against KNAC-TV and Mr. Pollock brought by George T. Heinrich, former 50% owner of ch. 5 station. Mr. Heinrich contends he had right of first refusal on station sale. Mr. Reynolds also owns KOLO-AM-TV Reno, KLRJ-TV Henderson and KORK Las Vegas, all Nev.; KHAD-TV Laredo, Tex.; KHBG Okmulgee, Okla.; KBRS Springdale, Ark., and is publisher of newspapers in the Southwest. Mr. Reynolds last week also surrendered permit for ch. 10 KNDA-TV Elko, Nev.

WKBN-AM-TV YOUNGSTOWN, OHIO • 40% interest held by Forest City Publishing Co. *(Cleveland Plain Dealer)* bought by WKBN Broadcasting Corp. (licensee of stations) for more than $250,000 and retired. Stations now owned 100% by Warren P. Williamson Jr. Forest City Publishing Co. sold WHK Cleveland to Metropolitan Broadcasting Co. (WNEW-AM-FM, WABD [TV] New York and WTTG [TV] Washington, D.C.) earlier this year. WKBN is on 570 kc with 5 kw power. WKBN-TV on ch. 27, began operation in 1953. Both stations are CBS affiliates.

KLAN RENTON (SEATTLE), WASH. • Sold to Walter Nelskog by Interlake Broadcasting Corp. for $200,000. Mr. Nelskog owns KUTY Everett, Wash., KUDI Great Falls, Mont., KUDE Oceanside, Calif., and KUDY Minot, N. D. Allen Kander & Co. handled sale. KLAN is on 910 kc with 1 kw, directional antenna day and night. Mesabi Western Corp. earlier had agreed to buy KLAN for the same price but ran afoul of FCC interpretation that duopoly might be involved [GOVERNMENT, July 28]. Pacific National Bank of Seattle holds 80% of Mesabi stock in trusteeship under will of William A. Boeing Sr. and stockholders of KING and KIRO Seattle, both competing against KLAN, are directors of bank. Both Interlake and Mesabi received FCC McFarland letters, but Interlake sold to Mr. Nelskog to obviate hearing.

WDEH SWEETWATER, TENN. • Sold by Arthur B. Smith Jr. and Frank Mullinax to William Bryan, former part owner of KGMO Cape Girardeau, Mo., and KCOB Newton, Iowa, for $75,000. Mr. Smith has interests in WOKE Oak Ridge, and WMTS Murfreesboro, both Tennessee. The sale was handled by Blackburn & Co. WDEH is on 800 kc with 1 kw, day.

WBSE HILLSDALE, MICH. • Sold to Mrs. Ruth Keister and associates by Baw-Beese Broadcasters Inc. for $60,000. Hamilton, Stubblefield, Twining & Associates handled sale. WBSE is on 1340 kc with 100 w.

WMCP COLUMBIA, TENN. • One-fourth interest sold to Camden Broadcasting Co. (Michael R. Freeland), licensee of WFWL Camden, Tenn., by Maury County Boosters Corp. for $15,000. Chapman Co. handled sale. WMCP is on 1280 kc with 1 kw day.

STRATEGIC WITHDRAWAL

Sale of ch. 13 WREX-TV Rockford, Ill., to the Bob Hope-Albert Zugsmith syndicate for $2.85 million —approved by the FCC last October —has been canceled. After the sale was approved, Bob Hope interests had second thoughts, and Mr. Zugsmith's group sought new partners (at one time Mrs. Maria Helen Alvarez was mentioned). The FCC was notified last month that the sale agreement was canceled and has closed out the case. The station is owned 90% by Bruce R. Gran and 10% by WROK-*Rockford Star* and *Register-Republic*.

WTVJ (TV) Staffers in Move To WLOS as Wolfson Takes Over

Mitchell Wolfson, president of WTVJ (TV) Miami, Fla., who last spring acquired majority ownership of WLOS-AM-FM-TV Asheville, N. C. [AT DEADLINE, March 10], last Wednesday (Aug. 20) officially took

PRINCIPALS in the KOMA Oklahoma City station sale discuss details of the agreement. They are (l to r): George W. Armstrong, Herbert S. Dolgoff and Todd Storz, all Storz Broadcasting Co. which bought the O. C. station; Myer Feldman, representing owners of KOMA, and James W. Blackburn, broker in transaction.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Beeline stations provide complete sports coverage including live broadcasts of outstanding local events. Four of the Beeline stations carry San Francisco Giant baseball. Beeline stations also coordinate with Bee newspaper sports staffs to insure thorough coverage and keep the sports audience tuned to the Beeline in the Billion Dollar Valley of The Bees.

These mountain-ringed radio stations, purchased together, deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.*

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

over control of the Asheville outlets. Mr. Wolfson is president of Skywave Broadcasting Co. (the WLOS stations' owner), and has interests in WTVJ, WFGA-TV Jacksonville, Fla., and WMTV (TV) Madison, Wis.

Louis Wolfson, formerly with WTVJ, has been named vice president of WLOS-AM-TV. Other appointments to the WLOS stations include: Theodore A. Eiland, local sales manager, WTVJ, to vice president-general manager; Saul Rosenzweig, formerly with The Katz Agency, New York, to national sales manager; Ashe Dawes, formerly production manager of WTVJ, to program-production manager; Leo Willette, formerly with WBRC-TV Birmingham, Ala., to news director, and Dewey Long, formerly station manager of WABB Mobile, Ala., to station manager of WLOS.

Leder Put in Top WOR-TV Post As Gray Assumes Executive Job

Robert J. Leder, general manager of WOR New York, last week was appointed to the additional post of general manager of WOR-TV, assuming the duties being relinquished by Gordon Gray. Mr. Gray, a vice president of RKO Teleradio Pictures Inc., parent company, will fulfill "general executive assignments" for RKO Teleradio.

Thomas F. O'Neil, president, RKO Teleradio Inc., said they were "part of a program to benefit from closer coordination and consolidation of the company's radio and television operations in the New York market."

MR. LEDER

MR. GRAY

The realignment follows a study of the parent company's overall operations by Booz, Allen & Hamilton, management consultant, and a curtailment in the activities of the organization, including the planned sale of RKO Unique Records Co. and the virtual demise of RKO Television [FILM, Aug. 11].

Mr. Leder, who is also a vice president of RKO Teleradio, joined WOR in 1956 following an association with WINS New York where he had been general manager for several years. Earlier, he had been with NBC in various executive capacities, including eastern sales manager, national sales manager for NBC Spot Sales and director of sales for the network-owned WRCA New York.

Mr. Gray's duties at RKO Teleradio were not defined. He served WOR-TV as general manager for almost five years.

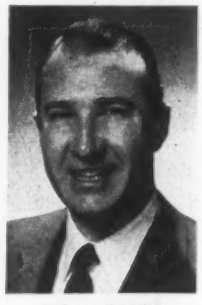
Mr. Leder announced that all departments, except sales, are being consolidated. Burt Lambert, account executive for WOR has been appointed sales manager for WOR-TV, replacing William Dix, who has resigned. William McCormick continues as sales manager for WOR.

Robert Smith, program manager for WOR, has been promoted to director of programming for both stations, and Ivan Reiner continues as program manager for WOR-AM-TV and Slater Barkentin, formerly production supervisor for WOR, has been appointed program manager of the station.

Robert Hoffman continues as director of sales planning for WOR-AM-TV and Herbert Salzman, WOR merchandising manager, has been named merchandising director for both stations. Herbert Mayes, formerly assistant controller with RKO Teleradio Pictures, has been appointed controller of WOR-AM-TV.

McGredy to WBC Tv Sales Post

Robert M. McGredy, formerly vice president in charge of television sales, WCAU-TV Philadelphia, has been appointed national television sales manager of Westinghouse Broadcasting Co., it is being announced today (August 25) by Alexander W. Dannenbaum, WBC vice president in charge of sales. He succeeds Tom Judge, resigned. Mr. McGredy had been with WCAU-TV since 1950. Prior to that he was assistant director of Broadcast Advertising Bureau (now Radio Advertising Bureau) and sales manager of WPAT Paterson, N. J. At one time he was sales manager of WTOP Washington.



MR. McGREDY

Petry Opens Dallas Office

Edward Petry & Co., station representative, opened a Dallas office Aug. 15 with Hugh O. Kerwin, head of Petry tv in St. Louis since 1955, in charge. David C. Milam, formerly with Avery-Knodel, will be in charge of radio in the Dallas office, which is temporarily located in the Adolphus Tower Bldg. Fred W. Johnson, Petry tv salesman in St. Louis since 1957, will be in charge of Petry Tv in Dallas. Permanent Dallas quarters are planned to be in new office building at 211 N. Ervay St., upon completion.

Norfolk Judge Bars WLOW Tape

George Dail, disc jockey, WLOW Portsmouth, Va., was detained in a Norfolk, Va., courtroom until Judge Walter E. Hoffman was convinced the tape recorder he had with him contained no record of the proceedings. Judge Hoffman was hearing a petition from 21 Negro pupils that he declare invalid the Norfolk School Board's pupil-assignment plan. The judge had a U. S. marshal detain Mr. Dail throughout the proceedings. The d.j. was allowed to

"JAXIE" WELCOMES ANOTHER PRESTIGE ADVERTISER TO WFGA-TV

Armour and Company has joined the Honor Roll of advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Armour and Company is sponsoring "Target", with Adolphe Menjou, from 7:30 to 8:00 P.M. on Fridays, and this fine new show—combined with WFGA-TV coverage of 64 counties—will provide top selling power for Armour's fine products.

Better take another look at the highly-competitive Jacksonville television market. Jacksonville is no longer a One-Station market, and the April 1958 Pulse named WFGA-TV Jacksonville's Number One Station. For more information, call Ralph Nimmons in Jacksonville at Elgin 6-3381, or contact your nearest PGW representative.

NBC-ABC Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

OVER 200,000 VIEWERS PER DAY ACCLAIM WBAL-TV'S

"TWILIGHT THEATRE" SMASH HIT!

AVERAGE DAILY RATING FOR FIRST WEEK IS 10.0!

Some skeptics asked, "Who needs another film show in the early evening?" We are the kind of folks who believe there's always room for a better mousetrap—or in this case, "people trap"—so we launched Twilight Theatre at 5:00 P.M. on Channel 11 in Baltimore. We selected the 5:00 P.M. time very carefully to include in our audience the majority of Maryland's large number of industrial workers who will already have gotten home and started relaxing for the evening—the thousands of office and plant workers who leave work for their nearby homes at 4:30 P.M.

We promoted Twilight Theatre with Ray Walker, its popular M.C., from every direction, including a big $20,000 contest built around the exciting action, adventure and suspense feature films. Results? Over 30,000 contest entries! Over 260 happy winners! Excitement all over town! And most important, a strong family audience of substantial listeners—the kind that buy things.

Shop the Maryland TV market inside and out and you won't find a higher quality, lower cost audience buy. And remember, WBAL's Twilight Theatre scoops every other television station in Maryland by hitting the air first every evening with a top caliber theatre program.

Twilight Theatre—a great buy on a great station.

WBAL-TV

CHANNEL 11
BALTIMORE
MARYLAND

NBC Affiliate • Nationally represented by Edward Petry & Co.

CORRECTION

May Broadcasting Co. owns 75% of KMTV (TV) Omaha, Neb., and Central Broadcasting Co. (WHO-AM-TV Des Moines, WOC-AM-TV Davenport, Iowa) owns the remaining 25%. It was incorrectly stated in a profile of Edward W. May [OUR RESPECTS, Aug. 11] that the May company owns 25% of Central Broadcasting Co. Neither Mr. May nor May Broadcasting Co. owns any stock in Central. Central Broadcasting Co. does own 25% of May Broadcasting Co. (KMA Shenandoah, Iowa, KMTV).

leave after the bench recessed, with a reminder that the court rules forbid cameras and tape recorders.

STATION SHORTS

WTAE (TV) Pittsburgh last Monday (Aug. 18) began transmitting test pattern on regular schedule in preparation for Sept. 15 target date. Schedule is 9½ hours of test transmission daily—both daytime and nighttime to permit tv servicemen and home viewers to check reception.

WFIL-AM-TV Philadelphia has introduced use of helicopter to speed stations' reporters and newsreel cameramen to scene of news stories. Helicopter will patrol 14,000 sq. miles stations cover.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., has named Koehl, Landis & Landan, N. Y., to handle all advertising and allied services. H. Preston Peters, PGW president, said agency will develop new campaign for national spot radio as well as all future campaigns for both radio and tv. Mr. Peters also announced that **Robert W. Bloch Public Relations,** N. Y., will expand activities to include "station news center" and other services for both PGW and stations it represents. Bloch firm is in third year of serving PGW.

Jack Masla Inc. moves from 551 Fifth Ave., to 40 E. 49th St., N. Y. Telephone: Plaza 3-8571.

GOVERNMENT

FCC DISCLAIMS REFEREE ROLE IN COMMUNITY ANTENNA ISSUE

- **Despite damage to existing tvs, it won't stand in way**
- **Opinion contained in detailed answers to Senate queries**

The FCC last week avowed its belief in giving the public a multiplicity of tv services even though they may put an existing tv station on a shaky footing.

This was the import of a discussion of community tv systems and translators contained in the Commission's response to a series of questions submitted by Kenneth Cox, special counsel to the Senate Commerce Committee. The answers were transmitted to the Senate committee last week.

Early last month, following completion of the formal hearings before the Senate committee, Mr. Cox and Nicholas Zapple, committee communications specialist, met with FCC Chairman John C. Doerfer and top staff aides to propound the questions [GOVERNMENT, July 7]. Last week's 35-page document contained the answer.

Highlights of the report follow:

• In a long discussion of the effect of CATV systems on a small community's only tv station, the Commission agreed that the competition for viewers might well be heightened by CATV systems and might threaten the loss of local tv service. The FCC continued:

"However, there is often a conflict between the desires of the public to have a choice of tv programs, or for that matter, other forms of information and entertainment, and the effect of these desires on the economic well-being of a local tv station in a small market. The overall public interest results from giving due consideration to all relevant factors."

• The FCC flatly stated it had no power to deny a request for common carrier facilities, even though the service to be provided might result in an injury to the general public interest. It would be improper and administratively "impracticable," the FCC said, to act as a censor. The Commission continued:

"To the extent that users are acting lawfully as here defined, and that there is a need or demand for service, it would appear that the pertinent public interest consideration has been satisfied."

• No determination has yet been made, the Commission said, on any limit on the rate of return involving specialized common carriers. It also stated that it had not examined the contract between KGEZ-TV Kalispell and Montana Microwave and thus could not comment on a purported provision which forbade KGEZ-TV from making arrangements to have its signal picked up and rebroadcast or fed via CATV system lines elsewhere. It said that "any separate contract between the customer and the carrier which contains provisions in violation of our Act, or rules, or the tariff on file, would not be controlling in such case and we would look solely to the tariff for the conditions of service."

• The Commission said that it is unaware of any provision of law which would give it authority to require the consent of tv stations to have their signals picked up and transmitted by a common carrier "in the context of this question."

• The Commission indicated quite clearly that where a specialized common carrier was found to be serving only an affiliated CATV system, it would "consider appropriate action to terminate the common carrier authorization." It emphasized that common carriers must hold themselves out to serve all eligible users "without discrimination and upon reasonable demand."

• Translator service quality to date has been found "surprisingly good." In the majority of cases, according to a survey by the Television Allocations Study Organization, reception was "good to excellent." Most of the problems arise when one translator is used to serve several scattered communities. The Commission has proposed a boost in maximum translator power from 10 w to 100 w.

• The Commission authorized two translators in Lewiston, Idaho, even though in competition with KLEW-TV there, because it was felt the people wanted a choice of programming, there already was competition from a local CATV system, and it was felt that competition from translators would be only for viewers, not advertising. The community antenna system and the translators were picking up Spokane vhf signals. KLEW-TV is a satellite of KIMA-TV Yakima, Wash., and offers only CBS programs. Only one translator is operating at present; the other was not put into operation when the Spokane NBC station (KHQ-TV) withdrew its assent for rebroadcast.

• In its discussion regarding the introduction of tv translators into Lewiston, in competition with KLEW-TV, the Commission said:

"The existing single television service pointed up the need for the introduction of additional television service and pro-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

gramming. This need was capable of immediate fulfillment by the authorization of television translator stations. In single station markets then, two factors enter into consideration in determining whether to authorize translator stations: (1) Whether other television services may reach the single station area, and the degree of coverage and quality of signal of such 'outside' signals; and (2) whether there is any prospect that additional regular television service will be made available to the area in the foreseeable future."

• The FCC said it had 16 cases involving interference to direct reception by tv boosters or translators, and five cases involving interference to CATV operations.

• The FCC's attitude toward its responsibilities to an overall radio-tv system was set out in these words:

"The Commission does have basic responsibilities. However, those responsibilities are spelled out in the statute and we are limited thereby. Our statutory authority does embrace certain enumerated conditions under which this Commission operates and the country's overall radio and television system can develop. However, the Commission's jurisdiction does not embrace all conditions or elements affecting the system. In line with this, the Commission is not given any power to require any particular system in a given area; we are given authority over the channels of interstate and foreign radio, and this Commission allocates the frequencies and channels and upon appropriate application by prospective licensees makes the assignments thereof . . . [the Commission] has the power to foster some of the conditions that are likely to result in service to the people [but it] never has had authority over censorship, advertising, manufacturing of equipment, including receivers, programs, talent, etc. [and] the method of distribution, i.e., off-the-air pickups, microwave common carrier links, wire links, film, kinescope, etc. [nor such techniques for reception as] rabbit ears, outside individual antennas, master antennas. . . ."

• In summation, the Commission spelled out its concept of its jurisdiction. It said:

"This Commission does regulate the frequencies under its control to maintain the service areas insofar as interference between licensed stations is concerned. However, where a third party extends the service area of a licensee by the means of an instrumentality not in interstate commerce and not subject to regulation by the Commission and where in so doing he does not cause electrical interference to a Commission licensee, the Commission obviously has no jurisdiction."

TV's MILLION DOLLAR SIDELINE

Based on data in the FCC's files, the 169 tv translator authorizations represent a total investment of $900,000, the FCC estimated in its memorandum to the Senate Commerce Committee last week. The 169 authorized translators cover 750,000 people, which figures out to $1.20 per person for installation and the $165,000 yearly operating cost to 22¢ per person for operating. They cover 140 different communities in 100 different areas, the FCC said.

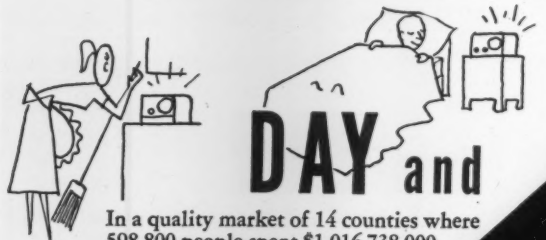
As of July 31, there were 125 translators in operation. The smallest system (two translators) serves 10 tv receivers—in the Oxbow Power Plant Camp of the Idaho Power Co. on the Snake River, picking up and rebroadcasting KBOI-TV and KIDO-TV Boise, Idaho. The smallest communities served by translators are Likely, Calif., and Peach Springs, Ariz.

Of the 169 translators authorized, 15 serve communities east of the Mississippi River—20 communities in 10 areas in New Hampshire, N. Y., Ohio, Pennsylvania and Maryland.

The Commission referred to a survey made by the Television Allocations Study Organization which was based on 40 replies (representing 61 translators) out of 79 questionnaires sent out. This showed that the average cost of a 1-channel translator is $6,212; 2-channels, $13,040, and 3-channels, $20,764. Average operating cost is $1,161 for 1-channel, $1,990 for 2-channels and $2,210 for 3-channels.

Also included were cost figures for the Montana Microwave system which carries Spokane, Wash., three vhf signals to Kalispell and Missoula, Mont., at an installation cost of $29,700 to Kalispell, $97,000 to Missoula.

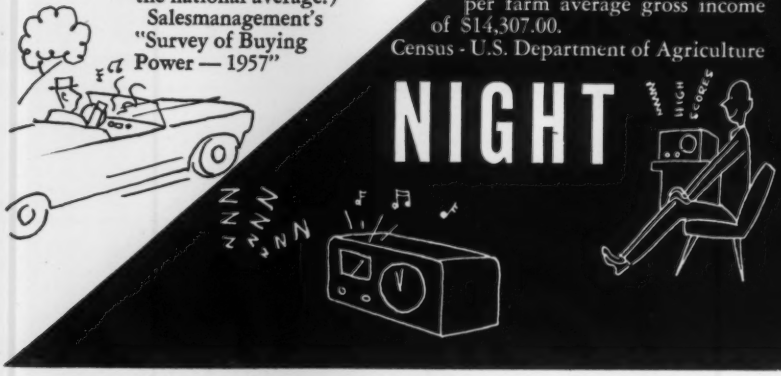
The Sound of Quality



DAY and

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture



NIGHT

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Examiner Turns Down Appeal Based on Influence Charge

The issue of *ex parte* representation in hearing cases at the FCC—where one applicant sees the presiding officer without the other applicant being present—collapsed in the wake of an am initial decision.

Hearing Examiner Jay A. Kyle decided in favor of Dan Richardson to construct a new am outlet on 550 kc with 1 kw day, in Orange Park, Fla. He denied a competing application filed by Joseph M. Ripley Inc. for the same facilities in Jacksonville, Fla. Will O. Murrell Jr., Ripley attorney, had previously asked Mr. Kyle to disqualify himself as examiner [GOVERNMENT, Aug. 11] because of an incident in which Mr. Richardson had attempted to ask the examiner some questions and was advised by Mr. Kyle that he could not do so. Mr. Mur-

The BIG Difference in Philadelphia Radio is

TALENT

JACK O'REILLY

5:00 — 9:00 A.M. Daily

Talented entertainer—talented salesman.

WPEN programs believable local personalities 24 hours a day, 7 days a week.

TALENT—that's why more local and more national advertisers buy WPEN than any other Philadelphia radio station.

WPEN
PHILADELPHIA

Represented nationally by **GILL-PERNA**
New York Chicago Los Angeles San Francisco Boston Detroit

• "Everybody on Earth is waiting for us, Tadpole, but I think we're lost!"

• "This isn't Earth, Spunky, they don't have television here."

• "Take the milky way South to Earth and hurry. They're waiting!"

A BRAND NEW COMEDY PACKAGE

150 color episodes loaded with action. Spunky, a small boy and Tadpole, his teddy bear friend have the wildest experiences imaginable. Add excitement to your programming.

ANOTHER GUILD COMEDY HIT

BIG RASCALS

133 RKO COMEDIES

GUILD FILMS COMPANY, INC.

460 PARK AVE. N. Y. 22, N. Y. MU 8-5365

IN CANADA: S. W. CALDWELL LTD., TORONTO

rell also declared that Mr. Kyle had indulged in "preferential" treatment of Mr. Richardson.

Prior to his initial decision favoring the Richardson application, Examiner Kyle denied the Ripley petition to disqualify himself. Mr. Kyle cited the time lapse between the closing of the record in the case coupled with the relative simplicity of the issues involved as part of the reason behind his denial; but he also stated that the pleading for his disqualification was "void of any detailed facts that would constitute grounds" for such an action on his part and that it was "predicated upon ill-founded and illusionary conclusions drawn by Ripley's counsel."

KIHO Sioux Falls Transfer Postponed by FCC Ruling

The FCC, by a board composed of Chairman John Doerfer and Comr. Robert Lee, last week granted the protest by KISD Sioux Falls, S. D., and postponed the effective date of the June 26 grant of the transfer of control of KIHO Sioux Falls from James A. Saunders to William F. Johns Jr., designating the application for hearing. It made KISD a party to the proceeding, and ordered Messrs. Johns and Saunders to reverse control, within 30 days, of the station as it existed prior to the sale.

Alabama Am Recommended; New Hampshire Shift Hit

Three initial decisions were issued by FCC examiners last week:

• Examiner Thomas Donahue would grant Jefferson Radio Co. a new am on 1480 kc with 5 kw, day, in Irondale, Ala., on condition the building built for the station not be used. The building was constructed, contrary to Commission rules, before the grant was made. Mr. Donahue would also deny WBCO Bessemer, Ala., changing from 1450 kc with 250 w, unlimited, to 1480 kc with 5 kw, day.

• Examiner Elizabeth Smith would deny WKBR Manchester, N. H., to change from Class IV on 1240 kc, 250 w, unlimited to Class III-A on 1250 kc with 5 kw, directional antenna.

• Examiner Smith also would grant James A. McKechnie a new am on 1220 kc with 1 kw, day in North Syracuse, N. Y., on condition the permittee accept interference from an increase in power for WGNY Newburgh, N. Y.

Rep. Roosevelt Readies Bill To Boost FCC's Program Power

Rep. James Roosevelt (D-Calif.) is unhappy with the FCC's policing of station programming and plans to back legislation in the 86th Congress more clearly spelling out Commission and licensee responsibility in this field.

The congressman first queried the FCC last June on what it is doing to make sure radio stations fulfill their programming obligations [GOVERNMENT, June 16]. Rep. Roosevelt specifically asked the FCC if it has sufficient legislative authority to censure stations on programming imbalance and, if so, whether it is fulfilling this obligation and, if not, what additional legislation is necessary.

Chairman John Doerfer replied that over the past 18 months, the FCC has reviewed its authority over programming and has considered various proposals to revise the programming section of renewal forms. "At the present time the Commission's staff is considering revisions proposed by an industry committee of the Bureau of the Budget," he said, and a report should be made sometime this fall. Comr. Doerfer also cited testimony he gave before the Senate Antitrust Subcommittee on sports legislation in which he stated the FCC has no authority either to prevent a licensee from broadcasting a particular program or to require that certain programming be carried.

In making public Comr. Doerfer's letter, Rep. Roosevelt stated this question still remains: "Does the Commission need a more direct instruction that Congress feels the American public is entitled to reasonably balanced presentations from the radio stations? I think the answer is clearly yes."

Rep. Roosevelt has been especially critical of stations that "just play records for a 24-hour period" at the expense of public service programming.

He denied that what he proposes has any connotation of censorship and gave this example to refute such a claim:

"Censorship implies a direction to take certain positions on public matters. What I propose is not censorship because, just as in the transportation business certain standards are required in the public interest, certain programming standards also are required in broadcasting. If this is not censorship in the one field, it is not in the other."

New Tax Certificate Bill Voted for Over-Limit Transfers

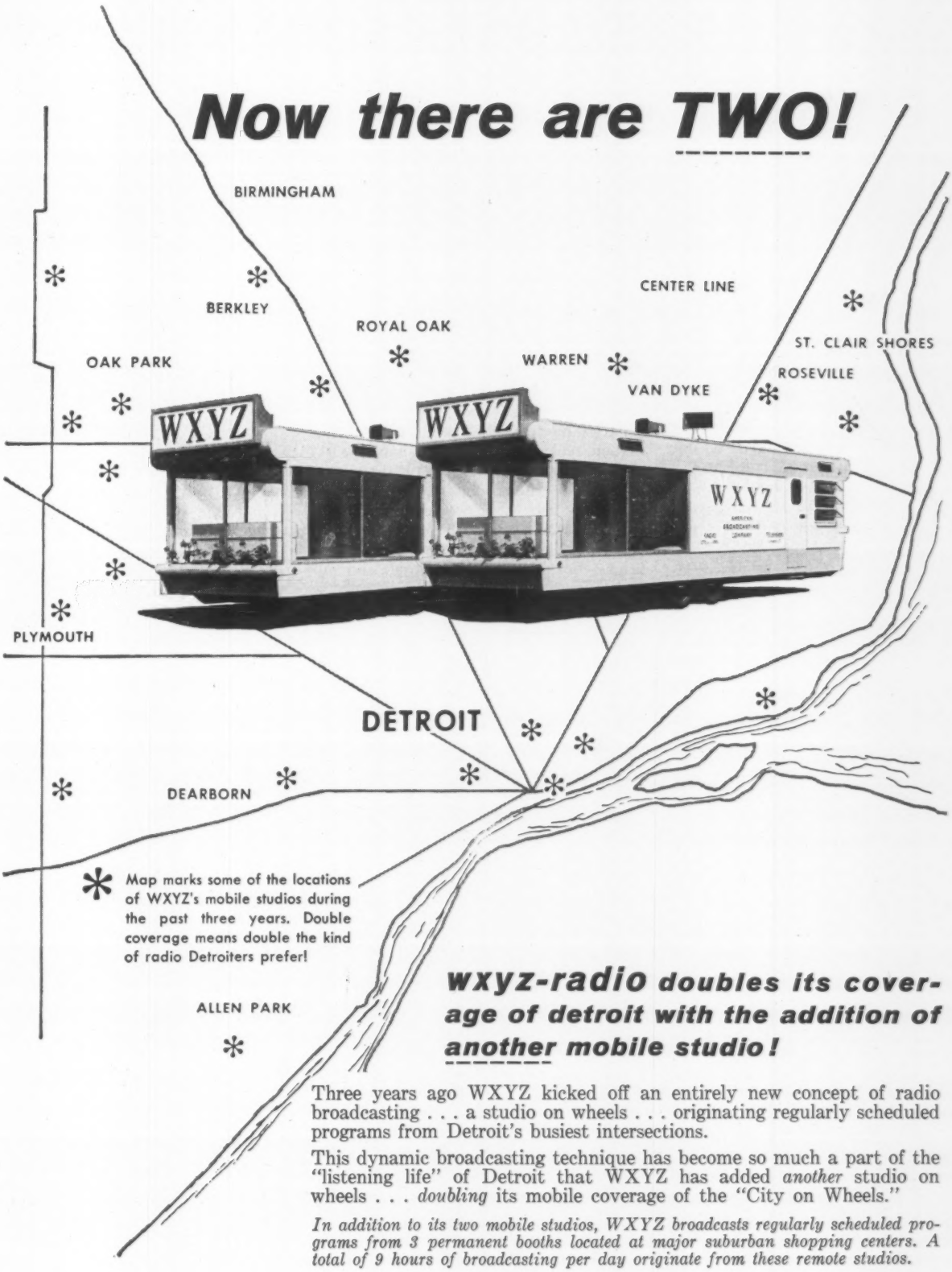
Congress has passed and will send to the White House a tax law amendment (HR 8381) under which sellers of station no longer will be given tax certificates when they buy another station beyond the maximum number permitted by Commission rules.

Enactment of the change had been asked of Congress in 1956 by FCC at the time of the ABC-Paramount transaction. If the bill becomes law, the tax will be postponed until the acquired facility is again sold.

Storer Broadcasting Co. last month asked FCC to review an order denying it a tax certificate for assignment of WBRC-AM-FM-TV Birmingham, Ala., which Storer sold to acquire WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington, Del. (now WVUE [TV]). The FCC tax certificate rule was adopted in the early forties after the network monopoly rules went into effect, relieving a seller of capital gain taxes when a station was sold under the maximum-ownership requirements.

Last year the Commission announced it would no longer issue tax certificates in such cases.

Now there are TWO!



* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio 1270 Detroit

"DETROIT'S MOST MOBILE STATION"
American Broadcasting Co.

PAY TV-BASEBALL TIE-UP SEEN

- **Telemeter says team owners want subscription tv**
- **New move made for baseball antitrust exemptions**

Baseball and pay television were once again prominent on two Capitol Hill fronts last week as Congress intensified its drive for adjournment. These moves made news:

• Paul MacNamara, vice president of toll proponent International Telemeter, attempted to convince an outspoken pay tv opponent, Rep. Emanuel Celler (D-N. Y.), that making viewers pay for televised baseball would be the salvation of major and minor league baseball.

• Sen. Everett Dirksen (R-Ill.) attempted to attach the controversial sports antitrust bill to a completely unrelated food additive measure.

In a letter to Rep. Celler, Mr. MacNamara maintained pay tv is the only thing that can save baseball. Also, he said, he has talked to representatives of both leagues and they are all for blacking out tv on home screens—unless the viewer pays a price. He said free tv cannot afford baseball and that a Telemeter toll plan, whereby minor league teams would get a "take" from the till, is the "perfect solution."

Mr. MacNamara maintained that a comparison of attendance at Milwaukee and Los Angeles, where games are not televised, with attendance in cities where games are on tv gives the "true picture" of tv's effect on gate receipts.

Opponents of pay tv are stopping Telemeter's "perfect plan," Mr. MacNamara wrote the congressman. "Their slogan has been: 'Why pay for something you are now getting free?' To the person who doesn't understand the economics of baseball and tv, this argument has been effective."

He maintained that Baseball Comr. Ford Frick answered all these arguments when he told the Senate Antitrust Subcommittee that "Unless we handle the problem of free tv now, within 10 years there will be no tv problem . . . there will be no baseball."

Rep. Celler said the MacNamara letter confirms his fears that sports antitrust legislation, tabled by the Senate committee [AT DEADLINE, Aug. 4], will result in a complete blackout of baseball on free tv in favor of the toll system. "It is now clear that this is more than conjecture," he said, proven by Mr. MacNamara's statement that major league club owners are "agreeable and willing to have their games telecast only on pay tv. Mr. MacNamara let the cat out of the bag.

"Perhaps it is only coincidence that the Washington counsel [Paul Porter] for this concern happens also to be Washington counsel for the high commissioner of organized baseball." (In testimony before the Senate, Rep. Celler hit the powerful baseball lobby which he said was led by Mr. Porter [GOVERNMENT, July 28].

Rep. Celler said the Senate committee "has rendered a signal public service by tabling the blank check sports bill. Its passage would have provided a green light to pay tv promoters and the club owners to agree among themselves to outlaw the free telecasting of major league baseball games."

Sen. Dirksen's move to place the sports antitrust bill before the Senate last Wednesday met with quick and decisive opposition. At the time, the Senate was considering HR 13254, a bill prohibiting the use in food of additives which have not been adequately tested to establish their safety.

The Illinois Republican threw the business at hand completely out of the ballpark when he offered his sports amendment, identical to the bill tabled by the Senate Antitrust Subcommittee in all respects except the clause relating to radio-tv.

The tabled versions, HR 10378 and S 4070, would give baseball a blanket exemption from antitrust laws regarding radio-tv blackouts. (Sen. Dirksen was one of two members of the subcommittee who voted in favor of the bill.) The amendment offered last week would permit baseball teams to black out tv "within 75 miles of the home community of another club on a date when such club is scheduled to play there a regularly scheduled league game in the same sport."

"Baseball needs this legislation if minor leagues are to survive," Sen. Dirksen said in offering his amendment. On Thursday he withdrew his proposal. However, he said privately he would again place it before the Senate if the opportunity presents itself.

Last Tuesday, an attack on the free telecasting of sporting events erupted on a new front when Gus D'Amato, manager of heavyweight boxing champion Floyd Patterson, launched an all-out war on "the little screen [home tv]." Mr. D'Amato made his statement following Monday night's championship fight between Mr. Patterson and Roy Harris, which was carried only on closed-circuit theatre tv.

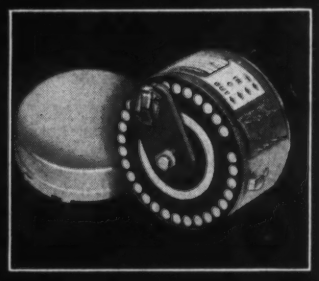
He said the closed-circuit profits exceeded by better than 50% the best purse offered by advertisers for tv. Following the fight, full-page ads were printed in Houston papers opposing pay tv because Texans were not able to see, in their homes, fellow Texan Harris fight.

Mr. D'Amato said this was all part of a plan to ruin pay tv. "There is a big change taking place," he said. "The little screen is on the way out."

Multiplex Deadline Extended

The FCC last week extended the deadline for filing comments on a possible broadening of rules to permit more types of fm multiplexing service [AT DEADLINE, July 7]. The new cut-off date is Oct. 2; previously all comments had to be presented to the Commission by Sept. 2.

EVERYTHING NEW IN ATTENUATOR DESIGN HAS COME FROM DAVEN



Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

CONSISTENT

TOP RATINGS

IN THE BINGHAMTON, N. Y. AREA!

That's right! WINR has the *biggest share of audience* in Binghamton! WINR daytime radio reaches *more* of the radio homes in this *half billion dollar market more* of the time than any other station in the Binghamton area!*

*PULSE June, 1958
Binghamton Metropolitan Area
In-Home & Out-of-Home

Share of Audience

	WINR	Station B	Station C	Station D
6 a. m. — 12 noon	27	23	19	18
12 noon — 6 p. m.	24	22	22	19

	WINR	Station B	Station C	Station D
FIRSTS	55 (10 ties)	30	25 (10 ties)	0

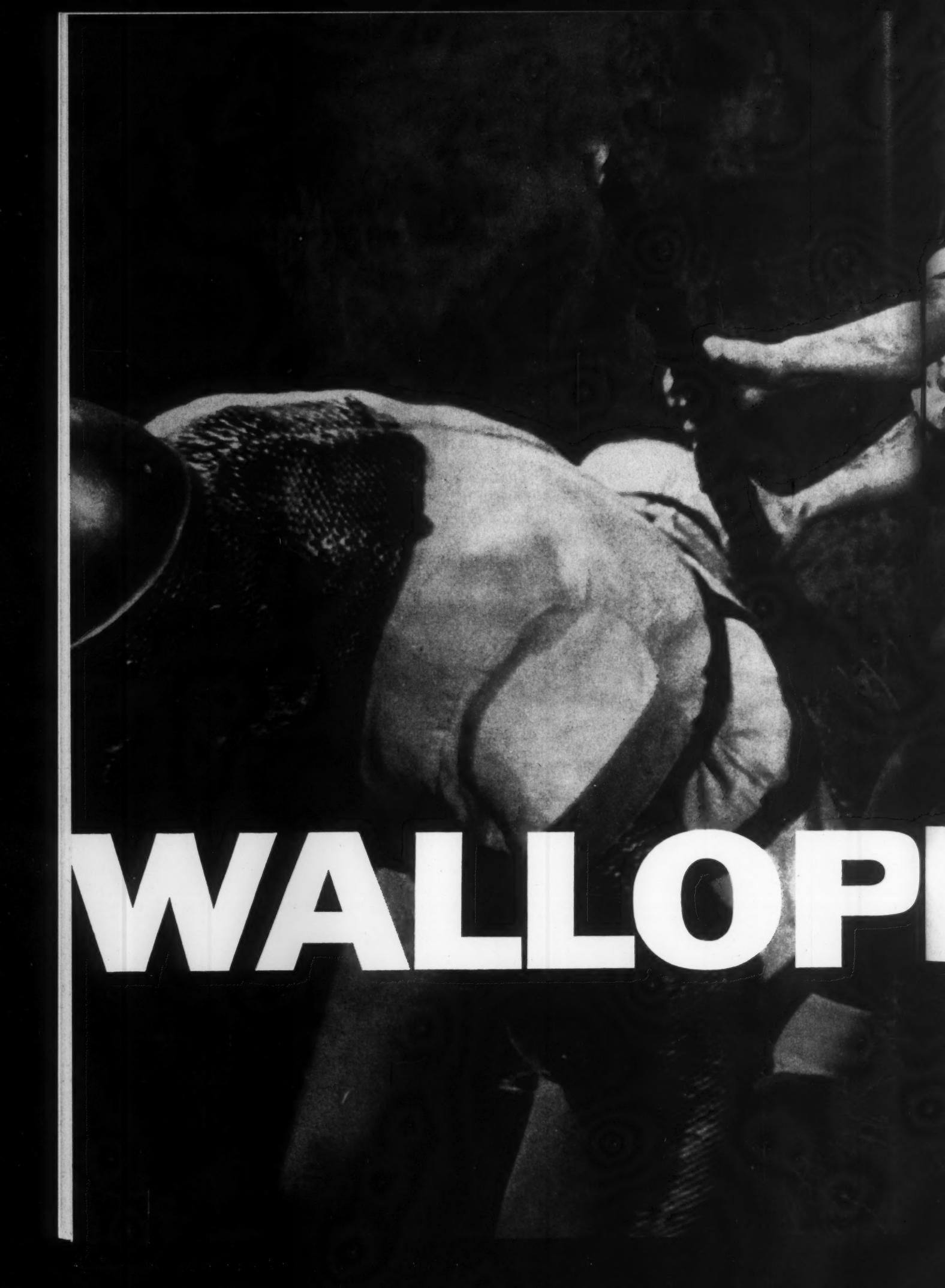
Call your Everett-McKinney man for availabilities . . . today!

WINR

NBC IN THE TRIPLE CITIES

BINGHAMTON • ENDICOTT • JOHNSON CITY

Member GANNETT Radio-TV Group • Broadcast Division of the Binghamton Press


WALLOP

PING!

The Adventures of

WILLIAM TELL

delivers smashing impact that viewers and sales will feel. Action that stops you cold. Adventure that leaves you breathless. Excitement that bristles with tension and suspense.

You know how popular swashbucklers are these days. Well, WILLIAM TELL has everything they've got – and more. The beloved legends of the famous man who fought for his country's independence. Thrilling battles against injustice. A fight for a man's love for his wife and child.

All this set against the inspiring beauty of the Swiss Alps . . . where these 39 great half-hours were filmed . . . with gorgeous production values and superb photography. What more could you ask – except to see audition prints of this *socko* entertainment that's sure to produce sales haymakers – from . . .

NTA National Telefilm Associates, Inc.
Coliseum Tower, 10 Columbus Circle
New York 19, N. Y. JUdson 2-7300

Offices: Atlanta, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London

OVERSIGHT DUSTS WITNESS CHAIR

The investigating Harris committee, noticeably silent for several weeks, will reopen its doors for business with the resumption of public hearings Sept. 16.

Second on the griddle will be the FCC, with the committee, formally known as the Subcommittee on Legislative Oversight of the House Interstate & Foreign Commerce Committee, seeking further information on certain television matters.

The committee, chaired by Rep. Oren Harris (D-Ark.), will be fortified by an extra $60,000 appropriated by the House and over a month's hiatus from hearings during which its staff has been preparing the upcoming sessions. It will open with a further look-see into Boston industrialist Bernard Goldfine's relations with the Securities & Exchange Commission. From there, the subcommittee plans to go into the status of television cases remanded to the FCC by the Court of Appeals as a result of hearings last spring. These include the Miami ch. 10 grant to National Airlines and the awarding of ch. 5 Boston to the Herald-Traveler-WHDH-TV. A Federal grand jury also has conducted its own investigation into the Miami case but no indictments have been returned.

A third tv court case Rep. Harris indicated the subcommittee would be interested in is ch. 7 Miami, granted to Biscayne Tv Corp., consisting of former NBC President Niles Trammell and the Cox and Knight newspaper interests. Fourth tv case on the subcommittee's hearing list is the grant of ch. 4 Pittsburgh, also the subject of a grand jury investigation following revelations in spring testimony before the congressional body.

This case has not been aired but subcommittee Chief Counsel Robert Lishman said there have been allegations of *ex-parte* pressures and "pay-offs." Former chief investigator Baron Shacklette conducted an investigation of the Pittsburgh case several months ago but none of his findings have been brought to light. (He later resigned under fire.) The FCC grant was made to merged applicants WTAE and Television City Inc.

The court remanded the Miami case to the Commission last April to determine whether former Comr. Richard A. Mack, forced to resign as a result of the subcommittee's investigation, should have voted on the hotly-contested grant. Other issues involved allegations of undue influence on commissioners and other improprieties brought to light by the subcommittee. FCC hearings, before Judge Horace Stern, are scheduled to commence Sept. 8.

And, just a month ago, the Boston decision was returned on much the same grounds. One subcommittee member said last week that, since the cases were again before the FCC, there wasn't much the subcommittee could do.

No schedule of witnesses has been determined for the renewed FCC hearings. Rep. Harris said it had not been decided if the Commission would be called to testify in person on any of the matters, but in any case, it would be asked for written statements.

The hearings beginning Sept. 16 are scheduled to adjourn early in October so that those subcommittee members with opponents in the November elections can campaign. They will be renewed following the elections, Rep. Harris stated, to run through November. In addition to the FCC and SEC, four other agencies are scheduled for investigation.

Demands for the hiring of a minority counsel, first raised when the subcommittee requested additional funds [GOVERNMENT, Aug. 11], were diminishing last week. Some Republican members had indicated they favored retaining a counsel but still another, Rep. John Bennett (Mich.), said this would be an unnecessary move.

BLATNICK PROBERS HIT FTC AGAIN

The Federal Trade Commission last week was hit by two more body blows, thrown by a House Government Operations Subcommittee conducting lengthy investigations of claimed false and misleading advertisements.

Just two weeks ago, the same subcommittee blasted the FTC for its lack of prosecution of alleged false and misleading statements on behalf of weight-reducing compounds [LEAD STORY, Aug. 18]. Last Monday, two more reports were released criticizing the trade commission for its failure to prosecute alleged false claims made by dentrifice and tranquilizer drug manufacturers.

In 1957, the report on toothpastes noted, over $25 million was spent to advertise the 12 leading brands of toothpaste. However, rather than encouraging better dental hygiene, much of the advertising is "detrimental to the dental health and general health of the public," the report quoted from the American Dental Assn.

The subcommittee maintained the FTC has adequate authority to police dentrifice advertising, but has failed to do so at the expense of the American public. "Inadequate testing facilities and budgetary and manpower restrictions are recurrent FTC excuses for its failure to take action against false and misleading advertising," the report stated. The subcommittee, headed by Rep. John Blatnik (D-Minn.), made the following recommendations:

The FTC should request scientific proof of advertised claims from dentifrice manufacturers as it is now doing with respect to cigarettes.

Voluntary compliance with codes of fair advertising practices should be sought immediately by the FTC.

Study of present laws to determine whether changes are required for more effective enforcement in the field of dentifrice advertising.

Recommendations by the ADA that the burden of proof in advertising claims be shifted from the FTC to advertisers and that jurisdiction be transferred to the Food & Drug Administration were passed on by the subcommittee without comment.

The subcommittee, Legal & Monetary Affairs, held hearings on dentifrice advertising last month [GOVERNMENT, July 21]. At that time, Reps. Blatnik and Martha W. Griffiths (D-Mich.) called for an immediate tightening of enforcement procedures by the FTC.

In its report on tranquilizers, the Blatnik report said "this is not a field to be completely ignored, as it has been by the FTC." This type of advertising, it noted, is based on an appeal to doctors primarily rather than the public and the principal responsibility of the FTC is to "protect the unwary rather than the wary." In the field of ethical drugs, the report said, "the public has a right to expect and demand a degree of responsibility as well as standards and practices different from those in the promotion of soap, television and automobiles.

"The subcommittee is pleased to note some awareness of this responsibility in the ethical drug field, evidenced in the recent promulgation by pharmaceutical manufacturers of advertising guides for ethical drug promotion."

The tranquilizer report made the same recommendations as those made regarding dentifrice advertising.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

YOU MAY NEVER GET A HOLE-IN-ONE*—

BUT...With WKZO-TV You Always Get Aces In Kalamazoo-Grand Rapids!

It takes accuracy, plus a lot of luck, to score an ace in golf — but for a real winner in market coverage you need *only* WKZO-TV in Kalamazoo-Grand Rapids! The latest "scorecard" from ARB shows why — see left!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves over 600,000 television homes in one of America's top-20 TV markets!

**AMERICAN RESEARCH BUREAU*
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO**

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

**Chances of scoring an ace are 8,606-to-1 (Based on 20 years of play in New York World Telegram & Sun tournament).*

AM-TV-FM

The Fetzer Stations

WKZO TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

FELLOWS ASKS ACCESS 'SUMMIT'

- **Top-level media, legal minds should meet, he says**
- **Canon 35 attacked before VFW; Swezey goes to ABA meet**

A top-level meeting of representatives of the legal profession, broadcasting, press and other media to discuss the role of news cameras and microphones in the courtroom was proposed Thursday by NAB President Harold E. Fellows.

Addressing the Veterans of Foreign Wars convention in New York (see other story page 66) Aug. 21, Mr. Fellows said the public's right to know "generally has been hobbled" by the American Bar Assn. Canon 35, banning news coverage of court trials by cameras and microphones.

Mr. Fellows called on ABA to delay action on a proposed slight revision of Canon 35. The ABA House of Delegates will meet today (Aug. 25) in Los Angeles to consider action on the canon [TRADE ASSNS., Aug. 11].

Twenty-three state and territorial broadcasting associations have offered to cooperate with state bar associations in conducting tests to demonstrate that radio and tv can cover trials without disturbing courts. Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, is attending the ABA meeting in Los Angeles. With him are Howard Bell, NAB assistant to the president in charge of joint affairs, and Donald Martin, assistant to the president in charge of public relations.

ABA's House of Delegates will consider changes in the wording of Canon 35 that retain the original bans against electronic and visual reporting of trials. Mr. Swezey contends ABA should join with representatives of broadcasting, the press and other media in a scientific research project on the problem, going farther than President Fellows' proposal for a legal-media meeting to discuss the question.

States and territories whose broadcast associations have offered to work with bar associations in testing radio-tv coverage of trials include Alabama, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Iowa, Kentucky, Mississippi, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Texas, Utah, Washington, West Virginia and Wisconsin.

In his address to the VFW convention in New York President Fellows reminded that the American public depends on the free news media as a kind of first line of defense in keeping an alert watch on the world. He said, "Because of its inherent advantage of immediacy, broadcasting brings us the news first, and by providing background and coverage in depth, also gives the dizzy dance of events form and perspective."

Discussing the public's need to know, he recalled that the industry voluntarily financed the equipment needed to take part in the Conelrad civil defense alert plan. "Even though the Conelrad plan was initiated in 1950," he said, "some broadcasters still haven't been informed where the Conelrad programs are to originate. In this area, government information, so profuse on many subjects, is alarmingly lacking."

Mr. Fellows said nearly a million persons in the government and involved in government contracts are authorized to classify material in secret categories but only a handful can declassify. He was critical of the U. S. House of Representatives, which refuses to allow radio or tv reporting of its proceedings or committee meetings.

"I am fully confident that electronic journalism will receive full recognition and acceptance by public officials," he said. "Today there are more than 3,800 radio stations and 556 tv stations on the air. More individual communities are served by local radio stations today than by local daily newspapers. Forty-two cities have three or more operating commercial tv stations while only 17 cities in this entire country have three or more daily newspapers. The broadcasting station in recent years has become the heartbeat of the community."

Canon 35, Politics Top News Convention

Pros and cons of Canon 35 will be debated at the Radio Television News Directors Assn. annual convention to be held Oct. 16-19 in Chicago.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's Freedom of Information Committee, and Charles S. Rhyne, president of the American Bar Assn., will argue the right of broadcasters to cover court proceedings, according to William Small, WHAS-AM-TV Louisville, RTNDA program vice president.

They will speak Oct. 17 at a panel session that will include a question-answer period. Edward F. Ryan, WTOP Washington, chairman of RTNDA's own Freedom of Information Committee, will moderate the session. Radio-tv newsmen, acting through their association, have long been active in the fight with NAB for equal access to sources of information at court and government levels.

Progress of radio-tv news and problems encountered in obtaining "right now" coverage will be explored in a keynote address by Jim Bormann, news and public affairs

PAY TV CONDEMNED

Repeating the resolution against pay television adopted during the 1957 convention, Veterans of Foreign Wars last week again approved a resolution protesting toll tv in any form. Passed Thursday (Aug. 21) during the New York convention, the resolution was introduced by National Commander Richard L. Roudebush, Senior Vice Commander John Maham and Junior Vice Commander Louis G. Feldmann.

One taping worth ten rehearsals

Mr. Robert Reed, Program Manager WOAI-TV, San Antonio

"Weathergirl 'Twila' was a novice in television. We Videotaped* her rehearsals and let her watch herself in action. She learned camera technique amazingly fast, thanks to Videotape."

AMPEX CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

director, WCCO Minneapolis, at the opening session of the convention, to be held at the Sheraton-Blackstone Hotel. Mr. Bormann will emphasize the role of broadcast communications in "these years of crisis."

The Swezey-Rhyne debate may prove somewhat academic, depending on action taken by ABA's House of Delegates at its four-day Los Angeles meeting this week. A special ABA committee has recommended only superficial relief from the prohibition against broadcast or photographic coverage of courtroom trials or other proceedings. [CLOSED CIRCUIT, TRADE ASSNS., Aug. 11].

RTNDA President Jack Krueger, WTMJ-AM-TV Milwaukee, has commended the City Council of Scranton, Pa., for permitting radio-tv coverage of its weekly meetings, now regularly filmed and recorded for broadcast by WDAU-TV and its am affiliate, WGBI.

Mr. Krueger wrote Jerome Parker, council president, "You and your fellow council members can rightfully be proud of such leadership in this era of modern reporting. I'm sure such broadcasts will educate the Scranton people to this great public service."

The agenda of the RTNDA convention is near completion. Aside from Canon 35, the meeting will take on a political flavor with talks Oct. 16 by Meade Alcorn and Paul Butler, chairman of the Republican and Democratic National Committees, respectively, and an election coverage workshop on Oct. 18 [TRADE ASSNS., Aug. 11]. At the annual banquet Oct. 18 the RTNDA national awards will be announced.

Entries must be postmarked no later than Sept. 1 to be eligible, according to Prof. Baskett Mosse, Northwestern U. Medill School of Journalism and awards committee chairman.

Georgia Group Convenes

Mary Jane Morris, FCC secretary, will address the summer meeting of Georgia Assn. of Broadcasters Tuesday (Aug. 26) at the GAB banquet. The association's meeting opened yesterday (Aug. 24) at the King & Prince Hotel, St. Simons Island. Second banquet speaker will be Joseph Fields, of WIRK W. Palm Beach, Fla. GAB sessions include election of officers, panel discussions and a talk by Vincent T. Wasilewski, NAB government relations manager.

Sowell Heads NAB Am Committee

F. C. Sowell, WLAC Nashville, Tenn., was named chairman of the NAB Am Radio Committee by President Harold E. Fellows. Other members are: Gerald A. Bartell, Bartell Family Radio; Grover Cobb, KVBG Great Bend, Kan.; Mig Figi, WAUX Waukesha, Wis.; Harold R. Krelstein, Plough Stations; Richard H. Mason, WPTF Raleigh, N. C.; Vernon A. Nolte, WJBC Bloomington, Ill.; Jerome Sill, WFPG Atlantic City, N. J.; Todd Storz, Storz Stations; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Jack S. Younts, WEEB Southern Pines, N. C.; E. J. DeGray, ABC; Arthur Hull Hayes, CBS; Armand Hammer, MBS; P. A. Sugg, NBC.

CANADA BILL SPLITS CBC CONTROL

- **Government-sponsored plan moving through Commons**
- **Opening of major cities to tv competition provided**

The long-awaited move to separate Canadian Broadcasting Corp. from its dual judge-and-jury control over the Dominion's radio and television service reached the legislative stage in Ottawa last week and now is moving through Parliament.

Revenue Minister Nowlan George introduced a bill in the House of Commons Aug. 19 which was given its first reading Aug. 21. It proposes a complete overhaul of Canadian regulation and is expected to bring major tv expansion in large markets.

This development came out of lengthy hearings that culminated in the spring of 1957 in a committee report calling for separation of government station-network operations and the regulatory functions of CBC. The hearings were conducted by the Royal Commission on Broadcasting, which held it unfair for the CBC to regulate its competition [INTERNATIONAL, April 8, 1, 1957].

As recommended by the commission, the bill calls for the divorcing of CBC from regulation, limiting it to operation of publicly owned stations and networks.

A new Board of Broadcast Governors is provided in the bill. This board would regulate all phases of private and CBC broadcasting; set regulations for advertising content, use of Canadian talent, program standards and political broadcasts; and require all stations to use network programs of public significance.

The board would have three fulltime members appointed by the government to seven-year terms and 12 parttime members appointed to five-year terms. No board member could have any connection with the broadcasting industry.

The CBC board would continue with a membership of 11, a fulltime president and vice president being appointed for seven years and nine members for three years, with reappointment permitted. Retirement at age 70 is specified.

While the end of the current session of Parliament is near, the legislation is believed to have a good chance of enactment since the Conservative party controls 200 of the 265 seats in the House of Commons. Government-sponsored bills move through the parliamentary process quickly as a rule. Final passage next month is predicted. Signature of the Governor General is described as practically automatic.

An important result of the new regulatory system would be the opening of six major cities to competitive television. At present the CBC has a tv monopoly in Toronto, Montreal, Ottawa, Halifax, Vancouver and Winnipeg. Private broadcasters operate two score stations in other markets. They will be able to apply to the board for network permits.

The CBC would receive annual operating grants under the new plan. At present it has a $61 million budget. Provision is made for advance planning on a five-year basis. Both the CBC and governing boards would report annually to Parliament. The governing board would meet at least six times a year.

ABROAD IN BRIEF

MOB VIOLENCE: Attacks on Radio Mundial and Radio Deportes, both Managua, Nicaragua, reportedly by followers of the country's President, Louis Somoza, have been condemned by Raul Fontaina, president, Inter-American Radio Assn., Montevideo, Uruguay. Manuel Arana Valle, manager of Radio Mundial, was seriously injured and both stations badly damaged in the attacks. They later were closed down by Nicaraguan government action. Mr. Fontaina demanded "restoration of freedom of expression," in Nicaragua. He asked for support from the Inter-American Press Assn.

PARISIAN BLUE PENCIL: The French National Assembly's radio and cinema committee has protested Information Minister Jacques Soustelle's "aggravation of the tendency for unilateral and partial information on radio-tv." The committee said, "Such a policy of directed information, if continued, risks discrediting the [government-operated] French radio-tv and depriving it of any audience."

SWISS PUBLISHERS AG'IN IT: Only 1,634 tv sets were sold in Switzerland during July. (Total registered receivers Aug. 1 were 42,793.) The slow rise in sets-in-use is attributed by observers to the absence of commercial tv. Swiss tv is financed with a monthly receiver tax and by voluntary contributions from publishers who maintain that advertising must be kept off tv.

SPONSORS LOSE ONE: Europe will lose a commercial tv station when Tele Monte Carlo, Monaco, starts carrying non-commercial programs from the official French Broadcasting Service. The outlet is being rented to the French for 20 years.

RECEIVING END: Northern West Germany's official broadcasting organization, North German Radio, received more than $13 million from receiver taxes over the current fiscal year. Set owners paid 88% of the total. NGR puts approximately $750,000 a year into local tv programming (excluding network production and technical facilities). The organization plans to add commercial segments in the near future.

ARAB COVERAGE: A radio outlet is under construction in Beirut, Lebanon, to cover the Near Eastern Arabian areas. The transmitter is about 25 miles from the city. A tv station also is planned, but no date has been announced for the start of construction. The radio work is being done by Siemens & Halske of West Germany.

SUCCESS STORIES

One of a series of salutes to successful TV stations across the nation . . . and to the Northwest School graduates who have contributed to their success.

whiz whiz tv
ZANESVILLE, OHIO

ALLAN H. LAND
Managing Director

N W graduate James DeBold, with WHIZ-TV since 1957, directs some of the station's top local programs. Says Mr. Land, "We feel his training must have been superior."

James Kenney's N W training has enabled him in just a few months to progress from floor work to directing live shows, and "quite capably" says Mr. Land.

Although WHIZ-TV operates in a relatively small market area, its management and staff think big . . . and ACT big, too. Now in its sixth year of direct competition with larger stations in surrounding cities, WHIZ-TV consistently draws and holds a larger audience than all of its competitors *combined,* pulse ratings show.

In explaining how WHIZ-TV has reached this enviable position, Mr. Land says: "We inculcate in our people the knowledge that television is a medium which entertains, informs and enlightens. It SELLS TOO! And everyone on the staff must be a salesman in his own right. The proper lighting, proper display, proper direction and proper training all play their part in making a success of the whole.

Of the two Northwest graduates on the WHIZ-TV team, Mr. Land states: "Both these men have had the training necessary to step into their jobs. While each television station has a different 'modus operandi,' there are operations in all which are basically similar. Both DeBold and Kenney demonstrate they have had the training which fits them for accepting the many challenges which are present. We're mighty glad to have them both aboard."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 1440 N. Highland, Hollywood

Stivers Not to Give Isle Away

After enjoying considerable consumer and trade publicity from his intention to give away Stroma Island off the coast of Scotland as a prize on CBS-TV's *Bid 'n' Buy*, independent producer Robert Stivers last week announced he had decided not to purchase the island because of local civic protests. The small island is located in strategic Scapa Flow and the Caithness County Council has spent $100,000 to improve the island's harbor. "There is enough international complication without adding this incident to it. I yield to parliamentary pressure," Mr. Stivers said.

WGN to Underwrite Tractor Show

Plans of co-sponsorship of a Heart of America Tractorama farm-and-field event in downstate Illinois and for radio coverage, including an address by Secretary of Agriculture Ezra Benson, have been announced by WGN Chicago.

The station will underwrite the event at Colfax, Ill., Sept. 6-7, in cooperation with M & W Tractor Parts, Anchor, Ill., as a public service to farmers. The latest in farm equipment will be shown and several manufacturers have been invited to participate in the exhibits and demonstrations. WGN plans to originate four programs from the Tractorama site and several of its personalities will appear on variety programs.

Highlights of the event will be a world's championship tractor pulling contest, economy runs and safety demonstrations conducted through the cooperation of the U. of Illinois College of Agriculture, Future Farmers of America Illinois chapters and 4-H clubs.

BBDO timebuyer D. Trowbridge Elliman Jr., (l) received $250 check from John Blair, president of John Blair & Co., station representative, in Mr. Blair's office in New York, Aug. 18. Mr. Blair awarded the check on behalf of WAKY Louisville, Ky., a McLendon station, for the nearest estimate as to which Louisville station would be No. 1 in the market and percentage share of audience in the July-August Hooperating. Mr. Elliman estimated 48.6% for WAKY and the survey came up with 49.1%. The contest was run in a blind ad in BROADCASTING, July 28. Second and third prizewinners were timebuyers Marvin Berns, J. Walter Thompson, Chicago, and Jordan Phee, Maxon Inc., Detroit, awarded $150 and $100 respectively.

KWTV (TV) Co-Sponsors Contest

Winners of the pig-feeding contest sponsored by KWTV (TV) Oklahoma City, and Evergreen Mills, Ada, both Oklahoma, were awarded a total $870 plus trophies and pig feeders. The awards were made on a market-desirability and weight gain basis. The contest attracted 330 entrants.

KETV (TV) Flagwaving for Midwest

A flag-designing contest was conducted by KETV (TV) Omaha, Neb., in an effort to name a midwesterner as the designer of the new American flag. A panel of three, the commander of Omaha's American Legion Post 1, the chairman of the Omaha League of Women Voters and the owner of the area's largest flag store, chose the winning flag from the more than 700 designs submitted.

Hecht to be in WABC-TV Series

Author-playwright Ben Hecht will be featured in a WABC-TV New York series, *The Ben Hecht Show* (Mon.-Fri. 11-11:15 p.m.), starting Sept. 15, in which he will discuss past and present topics with well-known guests. The programs will be produced by Newsmaker Productions, New York, headed by Mike Wallace and Ted Yates.

Comparison is Sweet for KGW-TV

A rose was sent to advertisers and admen by KGW-TV Portland, Ore., to remind them of the city's annual Rose Festival—and the station's American Research Bureau ratings for covering the event. A note accompanying the rose, from Orchids of Hawaii Inc., New York, quoted ARB's figures in saying, "KGW-TV's festival audience was 26.4% greater than that of [another Portland tv outlet] which carried the same program. . . ."

KPHO D. J. Gets 'Em Guessing

Dave Steere, disc jockey with KPHO Phoenix, Ariz., offered the first nine listeners who telephoned in the correct guess at his weight a *Better Homes & Gardens* diet book. It took 237 listeners 21 minutes to win the nine books. Mr. Steere weighs 152 pounds.

The Bearded Butler From KGO

Buddy (The Beard) Webber, d.j., KGO San Francisco, submitted to having the hairs in his beard counted on KGO-TV so that judges could award his services as a man-servant to a housewife for one day. The contest called for housewife-listeners to guess how many whiskers in Mr. Webber's beard and send in a sentence saying why she liked one of the products on his morning show. Prizes for the woman who made the closest guess included a vacuum cleaner and the d.j.'s services. Mr. Webber also aired his show from the winner's house.

SARATOGA DAY was a lucky day for Jackie DaCosta of Ted Bates & Co., New York, as she won $551 on the Daily Double. Miss DaCosta, pictured being congratulated by Thomas S. Murphy, general manager, Capital Cities Television Corp., was one of 175 timebuyers who attended the fourth annual WTEN (TV)-WROW Albany-Schenectady-Troy "Day at Saratoga Races." Both stations are owned by Capital Cities. The advertising executives were flown from New York, Philadelphia and Boston.

Mad Money in KIOA Promotion

In connection with Des Moines city-wide "White Elephant Days" promotion KIOA there circulated more than 75,000 "mad money" discs. The cardboard discs were exchangeable on White Elephant Day for such things as a $2 savings account when presented with $1 at a local bank, merchandise, and records for teenagers attending the *KIOA Teen Hop*. The station plans to feature the mad money idea in future station promotions.

WSTV-TV Promotes Beauty Pageant

WSTV-TV Steubenville, Ohio, has devised a contest to choose an area high school girl as "TV Teen Princess" with the winner to attend the Miss America Pageant in Atlantic City next month, which WSTV-TV carries each year. Entrants in the contest, promoted on the station's *Nine Teen Time*, a live teenage dance party, become eligible by submitting photographs. Nine quarter finalists are being selected for appearance on each of five weekly contest programs. On Saturday (Aug. 23), the five semi-finalists compete for the grand prize. All contestants are screened by competent judges, the station reports.

KERG Promotes Ice Contest

Two tons of ice on a used-car lot melted in approximately 75 hours in an ice-melting contest promoted by KERG Eugene, Ore., and sponsored by the May & Mead Co., a Eugene automobile dealer. May & Mead purchased 150 half-minute spot announcements and shared 100 station promotion announcements with the entire sale made on a package basis, KERG reports. The auto dealer awarded $50 to the closest ice-melt guesser.

KIDO-TV Hops Wagon Train Trek

A rodeo in Caldwell, Idaho, provided the incentive for KIDO-TV Boise, Idaho, to promote the NBC-TV western series *Wagon Train* with the largest wagon train in years, the station reports. A proclamation of "Wagon Train Week" by Idaho's Governor Robert E. Smylie was the signal for 78 wagons to converge on Boise from all sections of the state for a 25-mile trip to the rodeo. KIDO-TV and NBC Producer Howard Christie arranged for *Wagon Train's* co-star Robert Horton to lead the train for Caldwell.

WBNC D.J. Sells Circus Tickets

To promote the appearance of Hunt Brothers Circus at Conway, N. H., sponsored by WBNC Conway, Jim Mac, d.j. at WBNC, remained locked in a vacant store for a full week in order to sell 1,000 tickets to the circus. The promotion campaign featured daily remote broadcasts from the store. With sponsor tie-ins on tickets the event was a complete sell-out, WBNC reports.

In another WBNC development, the station announces its selection as an official U. S. Weather Bureau station. Weather checking equipment was installed July 7 and reports now are sent each day to the Bureau's weather station in Portland, Me.

FLOYD PATTERSON, world heavyweight champion, did a pre-fight d.j. stint on KUDE Oceanside, Calif., Aug. 12. The champion, pictured with station President Wally Nelskog, was on the air for an hour. Listeners were able to telephone in musical requests and talk to Mr. Patterson about his background and future plans. KUDE reports all its telephone lines were jammed by callers wishing to speak with the guest.

Two Mary Martin Musicals

Two color musicals in one day next Easter weekend will be performed by Mary Martin on NBC-TV, according to network President Robert E. Kintner. The contract calls for matinee musical for children and evening performance for adults, both patterned on "Music With Mary Martin." The stage star is going on a six-month U. S. tour starting next month. Her husband, Richard Halliday, signed as executive producer for the dual shows.

Troops to See KRON-TV Film

A special half-hour documentary film produced by KRON-TV San Francisco's News Dept. entitled "The Lonely War," has been selected as an official indoctrination film by the U. S. Army's Combat Development Experimentation Center at Fort Ord, Calif., where KRON-TV filmed the CDEC's story on location. CDEC is charged with determining the requirements of the army of the future on the atomic battlefield, the station reports. KRON-TV's film was initially telecast as a public service July 13.

WNTA-TV Invites Other Stations

WNTA-TV Newark is seeking documentaries or programs, film or kinescope, turned out by the staffs of other stations throughout the country, for programming on its *Television: U.S.A.* series. According to Robert B. MacDougall, WNTA-TV di-

Buy WAKR.....Sell the Akron Area At LOWEST COST Per Thousand

WAKR IS 1 At in Listeners and Coverage

HOOPER*
53% - 7 A.M. to 10:30 P.M.
WITH MORE LISTENERS THAN ALL OTHER STATIONS COMBINED
* June 1958, Mon. thru Fri.

PULSE*
45% - 6 A.M. to 12 MID.
FIRST in Adult Audience
IN EVERY ¼ HOUR
* July 1958, Mon. thru Fri.

NIELSEN—NCS #2 *
1ST. IN COVERAGE and AUDIENCE
* Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties

National Rep: McGavren-Quinn Company
• New York • Chicago • Detroit • Hollywood • San Francisco

WAKR • RADIO — WAKR • TV

853 COPLEY ROAD • AKRON 20, OHIO

rector of news and public affairs, the advantage to stations which created the programs, would be exposure of their work to audiences, critics and agencies in the New York area. So far, the station has telecast projects filmed by WBZ (TV) and WHDH (TV), both Boston, and a program submitted by WSB (TV) Atlanta, Ga., and plans to air a program created by KOOL (TV) Phoenix, Ariz., in the near future.

WGAN-AM-TV Opens Up in Store

Ceremonies for the opening of the WGAN-AM-TV Portland, Me., sidewalk studios were aired by the stations last Monday (Aug. 18). WGAN-AM-TV have taken over a store with large windows at the corner of High and Congress Sts. in downtown Portland and have fitted it with complete studio equipment. The stations' regularly broadcast-telecast programs from the new studios that reportedly afford Portlanders their first opportunity to see live broadcasts as they pass by on the sidewalk.

"Studio 13", as it is called, augments WGAN-AM-TV's previous facilities.

WPEN Assists 'Key' Promotion

A locked chest containing $1,000 in cash was the successful attention-getter in the promotion of the motion picture "The Key" by the Goldman Theatre chain on WPEN Philadelphia. WPEN arranged with the Sun Ray Drug chain, also in Philadelphia, to distribute 100,000 numbered cards which were to be taken to Goldman Theatre for matching with one of the 1,000 numbered keys displayed over the chest. If it opened the chest, the lucky person received the money. The campaign was promoted on-the-air, as well as in the Goldman theatres and newspaper ads. WPEN personalities also made personal appearances at the theatre to give away autographed pictures and help people with their keys.

WQAM Trip for Single Girl

Single girl listeners to WQAM Miami, Fla., had a chance to win a round trip to Nassau Aug. 1-7 when the station ran its "Miss Bachelor Girl" contest. Contestants were required to submit a useful household or office hint plus a photograph of themselves.

Big Turn-Out on WAVE-TV Farm

A record 1,000 farmers and farm officials attended the WAVE-TV Worthington, Ky., 350-acre farm for this year's demonstrations by the International Harvester Tractor & Implement Co., Chicago. The demonstration includes mowing, raking, baling, plowing 60-acres and other farm work handled by IH tractors. The annual event was promoted on *Farm*, (Sat. noon-1 p.m.), one of WAVE-TV's weekly agricultural shows. *Farm* has been telecast each week since January, 1955.

Welk Greeted by KMBC-TV Beauty

A "Miss Champagne Music" was selected by KMBC-TV Kansas City, Mo., to act as hostess when Lawrence Welk and his ABC-TV troupe visited the city this month. As well as Miss Champagne, an 11-year-old girl who bears a resemblance to one of the Lennon sisters in Mr. Welk's show was crowned "Miss Half Pint" and served as assistant hostess. The KMBC-AM-TV promoted concert in the local Municipal Auditorium played before an audience of 10,500. The capacity house grossed $39,000, reportedly a record for a musical show in Kansas City.

MISS WASHINGTON, Lee Berkow and (l to r) two of the judges who helped select her, Ed Tashjian, account executive, Emil Mogul Co., and John Canning, account executive, Sullivan, Stauffer, Colwell & Bayles, both New York, is pictured holding a mike of WWDC Washington, the station that organizes the annual beauty contest. Also admiring this year's winner: Robert Dwyer (c) and John W. Doscher (r) of John Blair & Co.

KOFY CUPS, champagne and other gifts awaited 58 San Francisco timebuyers and admen when they boarded a plane during a KOFY San Francisco "Kidnaping" promotion. Among those invited to be ready to be picked up and spirited away to an unknown destination (seated l to r): George Ettleson, Macy's, Doris Williams, Harris, Harlan & Wood Agency; (standing l to r): Jack Stahle and H. E. Mike Gurney, salesman and general manager, KOFY respectively.

The kidnap victims were flown to Reno, Nev., where the station had reserved hotel accommodations for them. The timebuyers and admen were given creditcards and chips so that they could try their luck.

D.J.'s in WBAL, WISN Show Swap

Disc jockeys Perry Andrews of WBAL Baltimore and Charlie Hanson of WISN Milwaukee swapped shows Aug. 16 as a goodwill gesture between the two cities. As well as originating the morning men's programs from each others' station, the exchange featured the presentation of gifts between the cities' respective mayors.

WBTV (TV) Covers Two Courts

For the second time in a month WBTV (TV) Charlotte, N. C., has been given permission to film local court proceedings. Charlotte Civil Service Commission's July 14 hearing on alleged misconduct of police Capt. L. W. Henkel was covered by the station with film and tape. This month WBTV sound-on-film cameras were on hand to shoot the return of a grand jury following an investigation of the affairs of Charlotte Recorders Court. Judge P. C. Froneberger, who gave permission for the coverage, asked a solicitor to re-read a statement that had been missed by WBTV's cameras.

Hourly Prizes in KLIF Giveaway

Cash and merchandise, totaling $500,000, is being given away in a KLIF Dallas promotion. The 300 retail stores that are distributing numbered "KLIF Silver Dollar Derby" tickets report that 100,000 tickets

Come and get it...MONEY!

165 *billion* dollars – that's the staggering sum of all checks, yours included, cashed in the U. S. during one average month. And banks *advance* most of this money. Fact is, checks are only scraps of paper until delivered to the banks on which they are drawn, often hundreds of miles distant. Then the checks are paid or returned as unpaid. That's why banks, including Federal Reserve Banks, depend on the speed of Air Express to reduce collection time and help keep money working.

Air Express... symbolized by the big "X"... can multiply the speed of *your* deliveries, too, from bank notes to steel bolts. For Air Express gives you the *only complete* door-to-door air shipping service between thousands of U. S. cities and towns. Plus 10,212 scheduled flights every day. Result? Air Express combines *extra* speed on land and in the air! Yet it often costs dollars less than any other complete air shipping method.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

NIPPONESE TAG

One Madison Ave. agency vice president for past couple of weeks has been enjoying service of cigarette lighter promotion sent to him by Chicago Federation of Labor's WCFL Chicago. But Friday he had shock of surprise which jarred even his management bones: turning lighter upside down—it looks like familiar U. S. brand—he read, "Japan."

were given out the first day of the promotion. KLIF announces a winning number every hour and the listener with the corresponding ticket must hand it in at the station within two hours to win a prize.

12 Hours of Jazz From WHAT-FM

Jazz at Ninety-Six Point Five, a new format in which WHAT-FM Philadelphia programs 12 consecutive hours of modern jazz, started up on the station this month. Sid Mark has been engaged to do the major portion of the Monday-Friday 6 p.m.-6 a.m. stint. The new programming is in addition to WHAT-FM's duplication of WHAT's jazz program *Sounds in the Night* (1-6 a.m.).

Williams Wins Golf Tourney

The annual Dayton (Ohio) Retail Merchants golf tournament has been won this year by J. P. Williams, executive vice president of Air Trails Network (WING Dayton; WEZE Boston; WKLO Louisville; WCOL Columbus, and WIZE Springfield, both Ohio). A feature of the tourney is "WING's Hole-in One" contest in which the station offers a $3,000 automobile to the first person making a hole-in-one on the par-3 holes. No winners have been reported in the contest's three years.

Pet Prize Goes to WDXI Man

Lawrence Dunne, promotion manager, WDXI Jackson, Tenn., won $500 and a bronze plaque from Pet Milk Co., for his entry in the company's *Grand Ole Opry* talent hunt contest.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. HIBBARD

C. J. HIBBARD, with Pet Milk Co., St. Louis, Mo., as director of advertising for 30 years, named director of newly-created Public Relations Dept. Mr. Hibbard is succeeded by **ROBERT J. PIGGOTT,** previously general advertising manager. Mr. Piggott joined Pet advertising department in 1957 after serving as advertising and sales promotion manager of grocery products department of Ralston Purina Co., St. Louis.

MR. PIGGOTT

JOHN A. THOMAS, v.p. and account supervisor in charge of General Foods Corp. Post Cereal account at Benton & Bowles, N.Y., to retire at end of month. He will continue to work as consultant.

ROBERT W. BURNHAM named v.p.-advertising director, Bevel Assoc., Fort Worth and Dallas. **HOWARD L. KARP,** formerly with Young & Rubicam and Benton & Bowles, both N.Y., named Bevel copy chief. **ROY SCUDDAY,** with Bevel since last year, promoted to v.p. and director of communications and surveys.

TONI PEARSON, previously with Alvin Epstein Adv., Washington, to Alexander Lloyd Charles Adv. Inc., Washington, as v.p. in charge of national media.

D. M. MARSHMAN JR., with C. J. LaRoche & Co., N.Y., for past five years as copywriter, account executive, and member of plans board, has been appointed v.p. to newly-created position of creative director.

JOHN WAITE, formerly director of marketing for C. J. Laroche & Co., N.Y., to Lambert & Feasley Inc., N.Y., as v.p. and supervisor of cosmetic accounts.

EVERETT SAHRBECK, v.p. and art director, Reach, McClinton & Co., N.Y., named executive art director. **JOSEPH ALLENTUCK,** comptroller, adds corporate title of secretary.

THOMAS H. WYMAN, with Nestle Co., White Plains, N.Y., since 1955, named manager of new products department.

AUSTIN HAMEL, formerly with Charles Mathieu & Co., New York public relations firm, joins Ketchum, MacLeod & Grove Inc., N.Y., as public relations account executive.

FRAZIER NOUNNAN, formerly public relations director of Campbell-Mithun Inc., Chicago, appointed head of new publicity and public relations department of Clinton E. Frank Inc., N.Y.

B. RUSSELL BUCK JR., JAMES CHARLESWORTH and **JAMES ROOS** promoted from assistant account executives to account executives at Needham, Louis & Brorby, Chicago. **DAVID WINTON,** previously in traffic department, named assistant account executive.

HOWARD LEE LEONARD, formerly research assistant of Research Workshop of Sales Executives Club of New York, to Erwin Wasey, Ruthrauff & Ryan, N.Y., as research assistant.

RUTH MARLATT, formerly with WHIZ-AM-TV Zanesville, Ohio, as continuity director, to Corbett Adv. Inc., Columbus, Ohio, as copywriter.

WILLIAM SCOTT LEONARD, 44, chief account executive on Quaker Oats Co. account at J. Walter Thompson Co., Chicago, died in Passavant Hospital Aug. 18. Prior to joining JWT, he was v.p.-account executive at Young & Rubicam Inc., N.Y.

VIRGINIA R. MARSH, 30, assistant to account executive, Benton & Bowles, N.Y., died Aug. 15 in Northeast Airlines crash near Nantucket, Mass.

FILM

MICHAEL GORDON, film director of such pictures as "Another Part of the Forest" and "Cyrano de Bergerac", named v.p. of Comet Distributing Corp., L.A., producer and distributor of tv and theatrical features.

MR. MAGWOOD

HOWARD MAGWOOD, president of the Screen Directors International Guild and formerly a vice president of Sound Masters Inc., N.Y., has been appointed a producer-director by Filmways Inc., New York producer of filmed television commercials.

JOSEPH KOTLER, divisional sales manager of special properties for Ziv Television Programs in Cincinnati, named New York City sales manager, replacing **LEN FIRESTONE,** elevated to general sales manager for syndication of company. Mr. Kotler has been with Ziv for 13 years in various sales capacities. **RICHARD HAMBURGER** promoted to assistant New York City sales manager from account executive in New York and **JAMES PARKER** advanced to spot sales manager for eastern sales division from account executive.

MORT BRISKIN has been assigned by Desilu Productions, Culver City, Calif., to ready *Intelligence Squad* as half-hour pilot for projected film series.

FRANK COMSTOCK, associated with bandleader Les Brown since 1943, signed as composer-conductor for new Mark VII tv series, *The D.A.'s Man*.

GILBERT WILLIAMS, for past seven years director and producer at Van Praag Productions, N.Y., to Robert Lawrence Production, N.Y., as staff director.

BUDDY HARRIS named chief cameraman on *26 Men* tv series, succeeding **BUDDY WEILER** who died following a heart attack while on vacation at Monterey, Calif.

NETWORKS

J. L. VAN VOLKENBURG, formerly president of CBS-TV, elected president of Pacific Ocean Park, Santa Monica, Calif., amusement park. [CLOSED CIRCUIT, Aug. 18]. Serving on board of directors of Pacific Ocean Park are **WILLIAM S. PALEY,** chairman of board of CBS Inc.; **FRANK STANTON,** president of CBS Inc.; **LEIGH M. BATTESON,** chairman of board of Los Angeles Turf Club Inc.; **REESE M. TAYLOR,** president of L.A. Turf Club, and **GWYNN WILSON,** v.p. and general manager of L.A. Turf Club.

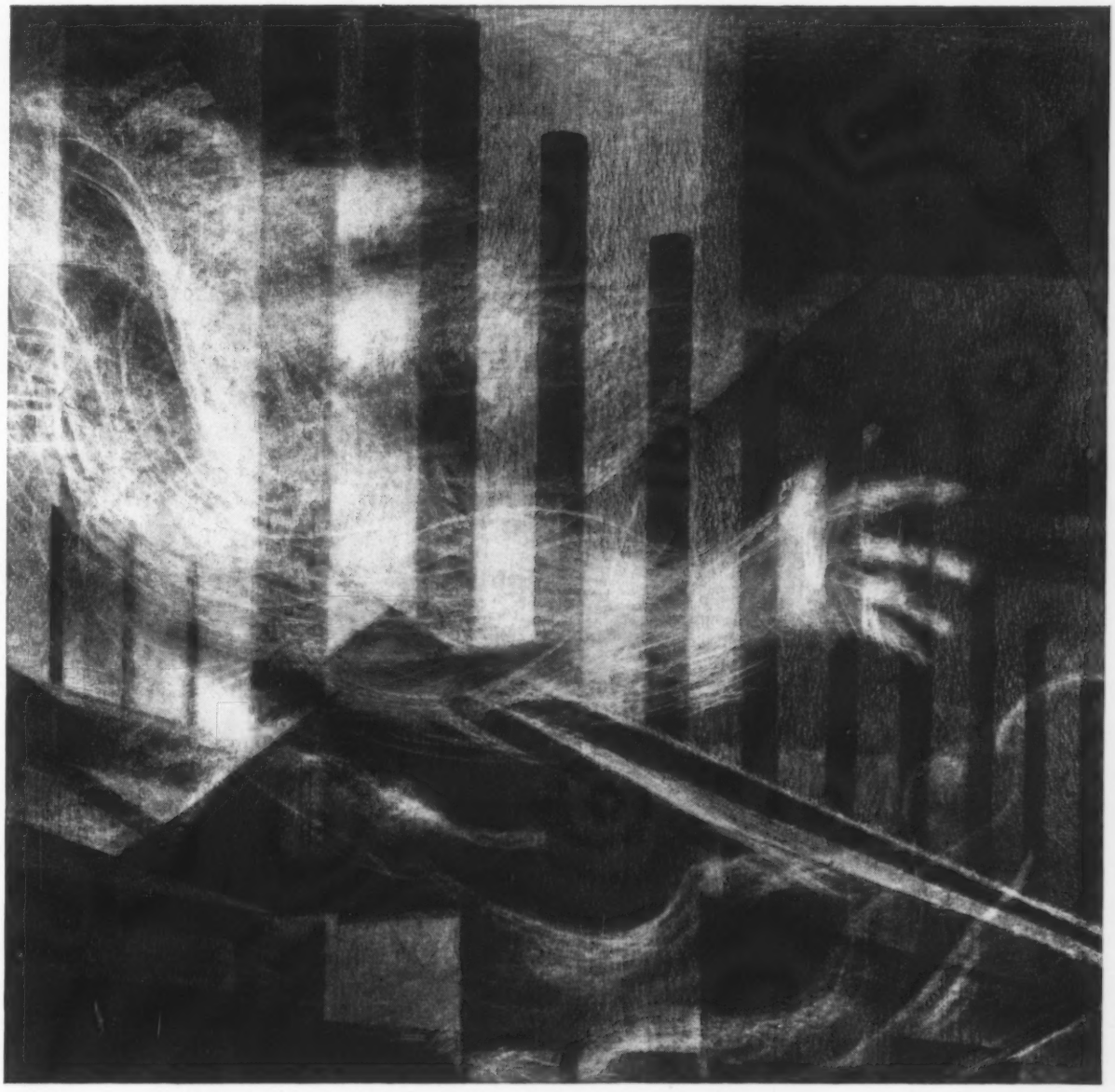
MR. BRYANT

BRUCE BRYANT, CBS-TV Spot Sales eastern sales manager, promoted to general sales manager, succeeding **JOHN SCHNEIDER,** resigned to join WCAU-TV Philadelphia as general manager [STATIONS, Aug. 18]. Mr. Bryant was formerly with Edward Petry & Co., Chicago.

BERENICE WEILER, formerly associated with Sid Caesar's tv productions, appointed casting director for NBC-TV's *The Hallmark Hall of Fame*. Miss Weiler joins staff upon return from

Advertisement

Murray Carpenter



THE PHANTOM OF THE OPEN HEARTH

How would you like to build a $45 million open hearth furnace with only $10 million? You think it can't be done? At United States Steel, we *know* it can't be done. But under the existing tax laws on depreciation we're supposed to do it.

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Last year, nearly ¼ of all the profits that United States Steel earned were phantom profits.

USS is a registered trademark

USS **United States Steel**

London where she was associate producer for Sid Caesar's tv series on British Broadcasting Corp.

GINGER ROGERS, screen star and occasional guest on NBC-TV's *Perry Como Show* and other programs, has reached agreement with network to star in her first television series. Miss Rogers will be featured in live variety format. Starting date and time will be announced later.

SIDNEY PIERMONT, manager, program talent, NBC, appointed talent coordinator, CBS-TV network program dept. Mr. Piermont, formerly chief vaudeville booker of Loew's Theatres, will be aiding in booking of guest talent for CBS-TV's *Garry Moore Show, Your Hit Parade,* and *Jimmy Dean Show.*

SID WHITE, formerly head of radio-tv publicity dept. for Warner Bros., N.Y., to ABC press information dept. as press contact.

COL. JAMES D. PARKER, director of New York Logistics Unit (Reserve), awarded Air Force Commendation Medal for "exceptionally capable leadership and superior professional competence in directing the training and activities . . . of some 200 reservists assigned to the command." In civilian life, Col. Parker is director, radio frequency engineering, CBS-TV, N.Y.

JULES HERBUVEAUX, newly-appointed v.p. in charge of NBC Central Div., and seven other Chicago staff members have been inducted into network's 25-year club. Additionally, 31 employes joined the 10-year and one, the 20-year clubs. Aside from Mr. Herbuveaux, other new quarter-century members include **LEONARD ANDERSON,** integrated services manager; **WILLIAM RAY,** news director; **MARY KELLY,** production facilities, and **JOHN KATULICK, J. CURTIS MITCHELL, FRANK C. SCHNEPPER** and **LESTER L. WASHBURN,** all engineering department. **JOHN H. ERP,** NBC Chicago sports chief, became eligible for the 20-year club. With addition of new members, NBC Chicago registered total of 45% of all employes who have been with the company for 10 or more years.

NELLIE REVELL, 85, former NBC radio personality, newspaper columnist and publicist, died in New York. She joined NBC in 1930, where she interviewed well-known personalities on air. At her retirement in 1947 she conducted program called *Neighbor Nell.*

BARBARA GILLEN, 20, Premium Publicity Corp., N.Y., died Aug. 15 in Northeast Airlines plane crash near Nantucket, Mass.

HELEN B. HEREFORD, Roncom Productions (Perry Como Show) New York, died Aug. 15 in Northeast Airlines crash near Nantucket, Mass.

AL'S ALL OVER THE WASHINGTON LOT

There aren't many twins in broadcasting, but the nearest thing to indentical siblings are two attorneys named Al Cordon in the Washington end of the business.

One Al Cordon is a communications lawyer with the Washington law firm of Dow, Lohnes & Albertson. The other is the attorney handling translator applications in the tv branch of the broadcast facilities division of the FCC's Broadcast Bureau. They are not related, even remotely.

Both come from the West. Both have fathers who are lawyers. Both received their law degrees from George Washington U. in Washington. Both belong to the same fraternity (Delta Theta Phi). Both served as pilots in the Air Force during World War II (but in different theatres of operation). Both played in jazz combos during their youth. Both lived in the same apartment house in Washington for several years (Dorchester House). Both drive maroon Mercurys. And both are fair-haired.

One is Alfred C. Cordon Jr., 40, who is with the Dow, Lohnes & Albertson firm. He was born and raised in Pocatello, Idaho, played football in high school and college, flew in the Pacific during the war, got his law degree in 1951. The other is Allen Cordon, 38, who is the FCC Cordon. He was born and reared in Roseberg, Ore., was in radio for a number of years (announcing, sales with KRNR Roseburg and KYJC Medford, both Ore.), flew in the European Theatre during the war, received his law degree in 1955.

STATIONS

GEORGE W. (BUD) ARMSTRONG, WHB Kansas City, Mo., general manager, appointed executive v.p. of Storz Broadcasting Co. (stations WDGY Minneapolis-St. Paul, WHB, WTIX New Orleans and WQAM Miami). Mr. Armstrong joined Storz in 1949 as d.j. at KOWH Omaha, later moving into sales at KOWH and then becoming general manager of WTIX in 1953.

MR. ARMSTRONG

MR. RYDER

J. MAXIM RYDER, former general manager of WBRY Waterbury, Conn., moves to WQUA Moline, Ill., as v.p. and administrative assistant to WQUA president, **G. La VERNE FLAMBO.** Mr. Ryder will provide executive assistance in operation of WQUA required by Mr. Flambo's other interests in WQUB Galesburg, Ill., WECL Eau Claire, Wis., and KBIZ Ottumwa, Iowa.

W. WALTER TISON, owner of WWTB Tampa, Fla., takes over duties as general manager, replacing **CHARLES G. BASKERVILLE,** resigned. **RUBEN FABELO** named assistant manager and will continue duties as director of WWTB's Spanish department.

MR. CONNOLLY

JOSEPH T. CONNOLLY, v.p. in charge of WCAU Philadelphia, promoted to station general manager, effective Aug. 29, when CBS Inc. is scheduled to complete purchase of WCAU from *Philadelphia Bulletin.* Mr. Connolly has been associated with station since 1940, serving as director of news, advertising, special events, promotion and publicity.

JOE RODDY, formerly manager of KEPO El Paso, Tex., appointed general manager of KOKE Austin, Tex. KOKE (previously KTXN) started operations Aug. 12 with 1 kw on 1370 kc.

HERBERT RESNICK resigns as WINE Kenmore, N.Y., sales manager and assistant manager to become WWOL Buffalo manager. Mr. Resnick started in radio in 1938 with KANS Wichita, Kan.

C. R. (DICK) WATTS, formerly with KROD-TV El Paso, Tex., as general sales manager, assistant general manager and executive director of sales, to KVII (TV) Amarillo, Tex., as general manager, effective Sept. 1. Mr. Watts succeeds **MURRY WORNER,** who resigned and has purchased WMMA Miami.

MR. WATTS

RAY OWEN, formerly manager of KVOA Tucson, has been appointed general manager of KCEE Tucson. KCEE is scheduled to start broadcasting in mid-September, operating with 1 kw 790 kc.

JOHN F. BAYLISS, KAFP Petaluma, Calif., sales manager, promoted to general manager, succeeding **CHARLIE POWERS,** resigned to become KDAY Santa Monica, Calif., sales manager.

PAUL NAKEL resigns as WJMO Cleveland station manager to assume duties as general manager of WEOL Elyria, Ohio.

MR. NAKEL

TED OVERBEY, formerly KSYD Wichita Falls, Tex., commercial manager, named KBCS Grand Prairie, Tex., station manager.

R. L. (BOB) BOWLES has resigned as manager of WFTL Ft. Lauderdale, Fla., and announced intention to file for fm facility in Ft. Lauderdale.

ROBERT S. TYROL, WTIC Hartford, Conn., assistant

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according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

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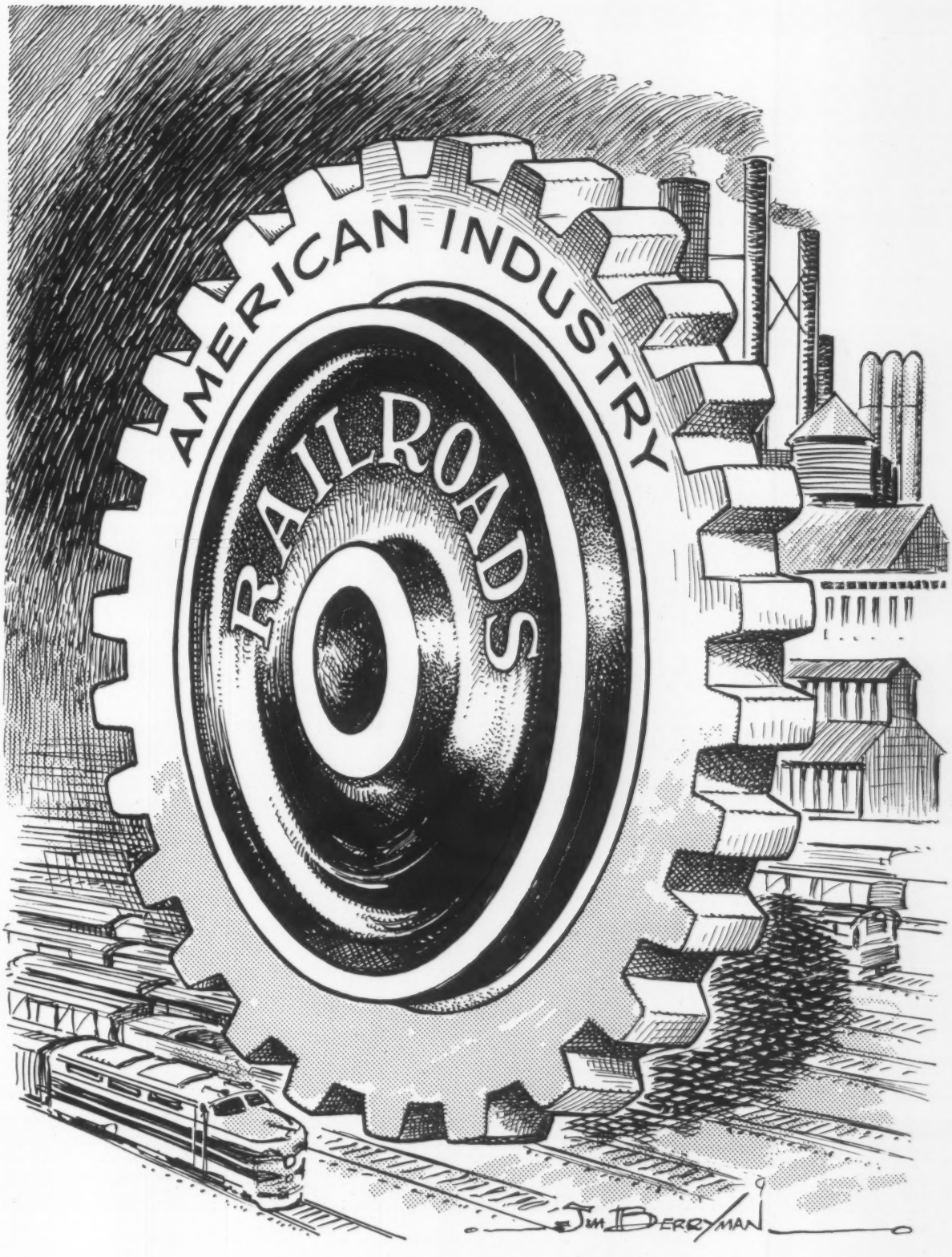
WHEEL WITHIN A WHEEL



for the ASSOCIATION OF AMERICAN RAILROADS

general sales manager, elevated to general sales manager.

MR. NORTON

JOHN N. NORTON JR., formerly with WMTW (TV) Poland Spring, Me., as v.p., general manager and member of board of directors of Mount Washington Television Inc., to WKBW-TV Buffalo, N.Y., as assistant to president. Mr. Norton was previously with ABC in stations relations department and in its central division in Chicago.

JAMES E. FESPERMAN, with KFSA Ft. Smith, Ark., local sales, promoted to commercial manager.

ALEX KOLENSKY, formerly on production staff of Fred Waring tv show in New York, appointed KOCO-TV Oklahoma City local sales manager, replacing **ROSS BAKER**, resigned.

MURRAY SECHER, formerly with Pyramid Productions, N.Y., to World Wide Broadcasting System and international station WRUL, N.Y., as sales and advertising manager.

BOB HICKS, KTHS Little Rock, Ark., chief announcer, promoted to program manager replacing **GEORGE MOORE**. Joining announcing staff of KTHS is **HERBERT M. CHAFIN**, formerly with WRIC Richlands, Va.

JOHN Q. ADAMS named program director for Concert Network (stations WBCN [FM] Boston, WXCN [FM] Providence, R.I., WHCN [FM] Hartford, Conn., and WNCN [FM] New York), succeeding **WALTER P. SHEPPARD**, resigned to assume charge of radio and tv production for Flint Junior College, Flint, Mich. Mr. Adams was formerly with WHDH Boston.

HARRY (HAPPY) FULLER, WRAD Radford, Wis., d.j. for eight years, adds duties as station promotion manager.

ROBERT I. GUY named KTNT-TV Seattle-Tacoma, Wash., manager of operations, succeeding **LAWRENCE M. CARINO**, resigned to join WWL-TV New Orleans. **EDWARD D. PODOLINSKY** named KTNT-TV manager of sales.

KEN MANLEY, WHYE Roanoke, Va., operations manager, adds duties as director of programming for southern division of Tarlow Assoc. stations (WHYE and WWOK Charlotte, N.C.). **ART LAWRENCE** appointed program director of WHYE.

MEL QUINN, WISN-AM-TV Milwaukee public service director, promoted to WISN program director, **PATT BARNES** succeeds Mr. Quinn, who will continue present duties as farm director of WISN-AM-TV.

HOWARD R. RESER, former film director of WCCO-TV Minneapolis-St. Paul, to WTAE-TV Pittsburgh as film director. **JOSEPH W. BOCH**, previously with Pittsburgh Civic Light Opera Assn., to WTAE-TV as art director.

WAYNE MACK, WDOK Cleveland personality, appointed program director for WDOK-FM. Mr. Mack will continue his am duties.

HILLMAN TAYLOR, KELP-TV El Paso program director, promoted to commercial manager. Mr. Taylor was formerly with WFAA-TV Dallas.

CHET TROUTEN, previously WHKK Akron, Ohio, news director, named WCUE Akron continuity-publicity director, replacing **MICHAEL RUPPE JR.**, resigned to join KWK St. Louis as circulation director. Other WCUE appointments: **CHUCK BRINKMAN** as d.j. and **WAYNE M. SCHAKEL** as afternoon news editor.

RICHARD D. HANNEMAN, chief engineer of WDLB Marshfield, Wis., elevated to technical director of Clarkwood Bcstg. Corp., (WDLB and WWIS Black River Falls, Wis.)

MAX RAUER, formerly with KWDM Des Moines, Iowa, as sports announcer, to KSO Des Moines as sports director.

ROBERT D. GORDON, previously with WTWV (TV) Tupelo, Miss., as program and production manager, to KTUL-TV Tulsa, Okla., as operations director, replacing **HENRY J. DAVIS**, resigned to join WAGA-TV Atlanta, Ga., as operations director.

WILLIAM H. BROWN JR., formerly director for CBS-TV New York (*Studio One* and *Climax!*) joins KTLA (TV) Hollywood, Calif., as staff director.

EUGENE M. McGOVERN to sales staff of WICC Bridgeport, Conn.

WILLIAM J. EARLY, previously with Dun and Bradstreet, Philadelphia, and Reuben H. Donnelley of Wilkes-Barre, Pa., as sales representative, to WDAU-TV Scranton, Pa., as account executive.

THOM ROBERTSON, formerly with WEZE Boston, joins WORL Boston as account executive.

BILL FAULKNER, formerly with WISH-TV Indianapolis, joins WLWI Indianapolis as account executive, replacing **JIM JARVIS**, who joins Paul H. Raymer Co., Chicago.

ARDEN APLANALP, formerly sales manager for Rich Plan frozen foods, Dallas, Tex., to KTVT (TV) Salt Lake City, Utah, as account executive.

DAVID A. HARRIS, account executive and office manager, H-R Representatives Inc., N.Y., to WABC-TV New York, as sales account executive.

GEORGE L. CORNEAL, former KPRO Riverside, Calif., general manager, joins KACE Riverside as news editor.

NORMAN MAUZEY joins KSDO San Diego as assistant to merchandising manager.

GWINN OWENS, *Baltimore Evening Sun* reporter, joins WJZ-TV Baltimore as program staff writer.

JACK O. JUREY and **WILLIAM DAGG** have joined WTOP Washington news staff. Mr. Jurey was news editor for WKBN Youngstown, Ohio. Mr. Dagg has been newsman and announcer for radio stations in Michigan and Montana. **CHARLES LANIUS**, former newsman for INS and *Chicago Tribune*, assigned to report WTOP news from Istanbul, Turkey.

DEL GORE, formerly general manager of KARM Fresno, Calif., to KGO-TV San Francisco as sales representative.

FERNE BUCKNER, formerly with Fred Waring and Pennsylvanians, returns to KFI Los Angeles after 13 years to assist **EDNA LEE COUCH**, KFI music librarian.

R. D. (RUSS) BAILEY, previously with KSOO Sioux Falls, S.D., as farm director, to WNAX Yankton, S.D., regional sales staff.

MAX BAER, former heavyweight champion, for past three years disc jockey in San Francisco, has started *The Max Baer Show* on KHJ-TV Los Angeles, Mon.-Fri., 11 p.m.-midnight.

JIM MAC, previously program director and d.j. at WBNC Conway, N.H., joins WHYE Roanoke, Va., as d.j.

GORDON OWEN, air personality, rejoins KSL Salt Lake City.

DENNY SULLIVAN, formerly with WFBL Syracuse, N.Y., as air personality, joins WSYR-AM-FM-TV Syracuse as announcer.

AL RUSSELL, previously with KRIC Beaumont, Tex., as announcer and d.j., to WGL Ft. Wayne, Ind., in similar capacity.

JERRY SCHWEIZER to WJR Detroit as announcer.

DAVEY TYSON, Pittsburgh radio personality, to WAMP Pittsburgh in similar capacity.

BILL CALDER and **CHUCK JOHNSON**, both former d.j.'s on KSJO San Jose, Calif., to KGO San Francisco to host *Calder-Johnson Show*.

BOB O'HARA, previously with WILS Lansing, Mich., to WOOD Grand Rapids, Mich., as announcer and d.j.

CLARK RACE, formerly with WOKO Albany, N.Y., to KDKA Pittsburgh as d.j.

ROY E. MORGAN, executive v.p. of WILK Wilkes-Barre, Pa., has been selected to receive 1958 Benjamin Rush Award presented annually by Medical Society of Pennsylvania to lay individual who has contributed outstandingly to health of citizens of that state. Award will be made

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NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Storm warnings... and HIGH BLOOD PRESSURE

WHEN a sailor encounters rough seas, he will, if possible, seek refuge in the nearest sheltered cove . . . and stay there until the storm has spent its fury.

Those who have high blood pressure, or as doctors say, hypertension, should also steer away from "emotional storms" or upsetting situations. In fact, doctors advise their hypertensive patients to spend as much time as possible in calm and peaceful surroundings that help ease daily tensions and strains.

This is important because sustained tension tightens up or constricts the body's smallest blood vessels. As a result, the heart must exert a stronger force or pressure to pump blood throughout the body.

High blood pressure affects about five million people in our country today . . . and is a major cause of heart trouble in middle age and later years.

Fortunately, treatment for it has steadily improved. Several new drugs, for instance, are bringing relief to many thousands of patients today.

These drugs, however, do not cure the condition. They must be used under close medical supervision, as the doctor has to study each individual case . . . and decide which drug or combination of drugs can be used safely and effectively.

Control of high blood pressure depends, to a considerable extent, upon what patients do about their health. Most patients who are careful about weight control, diet, relaxation, rest—and who have periodic medical check-ups to guard against possible complications—can live long, comfortable and useful lives.

The best way to help avoid heart disease due to high blood pressure is to detect and treat hypertension when it first appears, often in the late 30's or early 40's.

So, everyone should have regular health examinations —especially those who are overweight and those who have a family history of hypertension.

Remember that everyone's blood pressure goes up and down depending on whether we're "keyed up" or relaxed. Don't worry if yours is temporarily high, especially during times of stress. Only when blood pressure frequently goes above normal, or stays there, is there cause for concern.

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PEOPLE CONTINUED

Oct. 19 at state dinner during 108th annual session of medical society.

WALTER TENBROOECK GASSENHEIMER, 52, WQXR New York engineer, died Aug. 17 in Perth Amboy, N.Y., following long illness.

REPRESENTATIVES

MR. ELLIOT

ARTHUR C. ELLIOT, CBS-TV Spot Sales midwestern sales manager, named eastern sales manager effective today (Aug. 25). **JACK WHITE,** San Francisco sales manager, transferred to Chicago as midwestern sales manager, being replaced in San Francisco by **RICHARD LOFTUS.** Mr. Loftus, previously Detroit sales manager, is succeeded by **HOWARD R. MARSH,** who moves to Detroit from Chicago where he had been account executive.

PROGRAM SERVICES

GEORGE AVAKIAN, until recently director of popular album repertoire for Columbia Records, has been appointed to director of artists and repertoire for Warner Bros. Records Inc.

THOMAS E. AREND, previously with NBC, Chicago, as associate producer, appointed production manager for Crayne Television Productions, Hollywood.

WALTER SCHWIMMER, head of Chicago packaging-distribution firm bearing his name, has married Mrs. **FAYE D. GREENBERG.** Mr. Schwimmer, author of advertising book, *What Have You Done For Me Lately?,* married Mrs. Greenberg in Chicago Aug. 1.

HARLOW M. CHURCH, 45, picture editor, UPI, died Aug. 13 in New York Hospital, N.Y. He joined UPI in 1953 after long associations with Acme Newspictures and NEA service.

SYLVIA BERGER, 44, free-lance script writer for documentary and dramatic radio-tv programs, died of cancer in Memorial Hospital in New York on Aug. 17. Funeral services for Miss Berger, who wrote scripts for such programs as *Frontiers of Faith, Eternal Light, Studio One* and *Kraft Theatre,* were held last Monday (Aug. 18) in New York.

PROFESSIONAL SERVICES

PATTERSEN MARZONI JR., OTTO TINKLEPAUGH and **W. M. WEILBACHER** appointed by Advertising Research Foundation, N.Y., as members of its technical committee. Mr. Marzoni is v.p. and director of research, D'Arcy Adv. Co.; Mr. Tinklepaugh is v.p. of J. M. Mathes, Inc., and Mr. Weilbacher is v.p. and director of research of Dancer-Fitzgerald-Sample Inc. ARF is non-profit organization dedicated to improvement of advertising and marketing through research.

MARVIN J. ROTHENBERG, formerly senior associate of NBC research department, joins Seymour Smith Assoc., N.Y., as associate director.

BRUCE M. JOHNS, Tv Guide mid-central regional promotion manager, named manager of new Utah-Idaho edition. Edition, to debut with Sept. 13 issue, will have headquarters in Salt Lake City.

PANEL GAME

In 1929, art collector Armand Hammer, board chairman of Mutual, bought a 350-year-old wall paneling in England and installed it in his New York office in the Empire State Bldg. In 1953, Mr. Hammer offered the paneling to Queen Elizabeth on the occasion of her coronation. The Queen accepted, and it was shipped to England and was exhibited for some time in London's Victoria and Albert Museum. Later it was placed in storage. Last week Mr. Hammer was notified that the paneling has been restored to its original site. It forms the wall of an inn at Uxbridge, England, built in the early 1600's, which is now being reconstructed under the direction of the British Ministry of Works.

MANUFACTURING

BRIG. GENERAL K. E. FIELDS (U.S.A.—Ret.), former general manager of Atomic Energy Commission, elected executive v.p. and member of the board of International Standard Electric Corp., overseas manufacturing, research, sales and licensing subsidiary of ITT.

ALFRED S. BACKUS and **ROBERT E. PINCUS** appointed directors of Mycalex Electronics Corp. and Mycalex Tube Socket Corp., affiliated companies of Mycalex Corp. of America, Clifton and Caldwell, N.J. Mr. Backus joined Mycalex in 1944 attaining position of acting general manager, post he will continue to hold. Mr. Pincus has been with Mycalex since 1952 as controller and assistant treasurer.

B. V. DALE, chief engineer of former RCA Components division, appointed manager, modules engineering, of RCA Semiconductor and Materials Division, Somerville, N.J. **DR. F. E. VINAL,** formerly manager, engineering department, named manager, semiconductor engineering, and **D. H. WAMSLEY,** formerly manager engineering department, appointed manager, semiconductor engineering, both in same division.

WILLIAM BROWN, formerly with Norden-Ketay as western regional manager of sales, joins Magnetic Research Corp., Hawthorne, Calif., as manager of sales.

KENNETH W. CONNOR, with Sylvania Home Electronics since 1953, appointed resident sales manager, Syracuse, for division of Sylvania Electric Products.

WILLIAM H. HERRMAN, with Hoffman Electronics Corp., L.A., as assistant to corporate director of public relations, promoted to director of advertising and public relations for Hoffman Labs Div.

D. DUDLEY BLOOM, formerly with Atlantic Products Sales Corp., Trenton, N.J., to American Metal Specialties Corp., Hatboro, Pa., toy manufacturer, as director of marketing.

ROBERT H. O'BOYLE, formerly with Commercial Solvents Corp., N.Y., to Olin Mathieson Chemical Corp., N.Y., as assistant sales manager for Pyro anti-freeze and Pyro radiator chemicals. **ALLAN J. LEMBITZ,** previously with Bendix Aviation Corp's Friez Instrument Div., Detroit, also to Olin Mathieson as automotive products advertising and sales promotion services manager. Mathieson promotions: **BERNARD A. BANNON** to west coast field representative for Puritan line of automotive products; **WILLIAM B. STILES** to western division field supervisor in Pyro sales, and **ARNOLD E. POMMERENING** to assistant sales manager of Puritan products.

PERSONNEL RELATIONS

NORA B. PADWAY, former tv contracts administrator for Writers Guild of America, West, named executive secretary of Radio and Television Directors Guild (Hollywood local) succeeding **ELIZABETH GOULD,** resigned.

EDUCATION

LEE POLK and **EDWARD KING** appointed producer-directors for Metropolitan Education Tv project in New York City. Mr. Polk left WCBS-TV New York to accept assignment. Mr. King was recently staff producer-director for Metropolitan Educational Television Assn. WPIX (TV) New York will be used during day for educational tv programs.

PROF. EDGAR E. WILLIS, U. of Michigan, and **JOHN YOUNG,** U. of North Carolina, appointed to program staff of Educational Television and Radio Center at U. of Michigan, Ann Arbor, Mich. ETRC serves as network headquarters for nation's etv stations.

BRIG. GEN. MONRO MacCLOSKEY, USAF (Ret.) appointed special consultant to public relations division of Capitol Radio Engineering Institute, Washington.

GOVERNMENT

FRANK H. ORAM JR., assistant director in charge of Latin American activities with U.S. Information Agency, selected as agency's first representative at senior officers' course newly set up by Dept. of State. **ALBERT HARKNESS JR.,** former deputy director of planning for agency, named to succeed Mr. Oram. **GEORGE M. HELLYER,** assistant director of USIA far east operations, named as public affairs officer in Tokyo. **WILLIAM W. COPELAND,** formerly public affairs in Manila, appointed to succeed Mr. Hellyer.

S/SGT. DONALD (GUNNY) VON BEULWITZ, drummer member of Marine Corp Four, instrumental group on KNXT (TV) Los Angeles show, *Dress Blues,* has been reassigned to U.S. Marine Corps HQ. in Washington. Sgt. Von Beulwitz will assume duties of non-commissioned officer-in-charge of radio-tv division.

INTERNATIONAL

WILFRED SANDERS, v.p. of J. Walter Thompson Co. Ltd., Toronto, Ontario, to manager of Toronto office, succeeding **MARK NAPIER** who will devote his full time to creative work.

GERARD FECTEAU, Canadian journalist, to Television de Quebec (Canada) Limitée as director of news services. Mr. Fecteau is president of Union Canadienne des Journalistes de Langue Française.

J. GERALD M. GALES, formerly industrial advertising manager of Dominion Rubber Co., Toronto, to senior sales representative for national television network sales of Canadian Broadcasting Corp., Toronto.

FRED SGAMBATI, freelance sportscaster, to full-time sportscaster of CBL Toronto, Ont., key station of CBC Trans-Canada network.

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Station Authorizations, Applications

As Compiled by BROADCASTING

Aug. 14 through Aug. 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

CALL LETTERS ASSIGNED

KUAT Tucson, Ariz.—U. and State Colleges of Ariz., Board of Regents, ch. *6.

KALF Alliance, Neb.—Western Neb. Tv Inc., ch. 13.

KERA-TV Dallas, Tex.—Area Educational Tv Foundation, ch. *13.

Translators

CALL LETTERS ASSIGNED

K81AC Grangeville, Idaho—Central Idaho Tv Inc.

W78AA Frostburg, Md.—Frostburg Community Tv. Inc.

W73AB Littleton, N. H.—Littleton Community Tv Assn.

W81AB Hillcrest & Chenango Bridge, N. Y.—Binghamton Press Co.

W78AB Johnson City & Vestal, N. Y.—Binghamton Press Co.

W80AA Cambridge, Ohio—Southeastern Ohio Tv System.

W71AB Coshocton, Ohio—Southeastern Ohio Tv System.

K71AK Cow-Creek Area, Ore.—Calif.-Ore. Tv Inc.

K73AK Cow-Creek Area, Ore.—Calif.-Ore. Tv Inc.

K77AK The Dalles, Ore.—Mid-Columbia Tv Corp.

K71AJ Wasco, Ore.—North Sherman Tv Co-op.

K75AK Wasco, Ore.—North Sherman Tv Co-op.

K81AD Wasco, Ore.—North Sherman Tv Co-op.

New Am Stations

APPLICATIONS

Lenmore, Calif.—Radio Lenmore, 1320 kc, 1 kw D. P. O. address 605 N. Sunnyslope Ave., Pasadena, Calif. Estimated construction cost $33,130, first year operating cost $60,000, revenue $75,000. Principal owner, **Joseph E. Gamble** (90%) also owns **KJOY Stockton, KWIP Merced,** and 50% of cp for am sation in **Santa Rosa,** all **California.** Announced Aug. 19.

Laconia, N. H.—Lawrence Bcstg. Co., 1490 kc, 250 w unl. P. O. address 9 Valley St., Lawrence, Mass. Estimated construction cost $22,966, first year operating cost $58,500, revenue $62,400. Applicant, owned by **Mr.** and **Mrs. George E. Jaspert,** is licensee of WCCM Lawrence, and has cp for new fm outlet there. Announced Aug. 19.

Ellenville, N. Y.—Catskills Bcstg. Co., 1370 kc, 500 w D. P. O. address % Seymour D. Lubin, Highview Ave., Liberty, N. Y. Estimated construction cost $37,865, first year operating cost $43,750, revenue $50,000. Principals are **Harry G. Borwick** and **Seymour D. Lubin** (38½% each), who own WVOS Liberty. Announced Aug. 18.

Lakewood, Ohio—WLCW Bcstg. Co., 1040 kc, 5 kw D. P. O. address 925 Bassett Rd., Westlake, Ohio. Estimated construction cost $28,100, first year operating cost $40,000, revenue $55,000. Equal partners are **WGAR Cleveland, Ohio,** chief engineer **Lloyd C. Wingard,** and ballroom-owner **Robert W. Wingard.** Announced Aug. 20.

Xenia, Ohio—WXEN at Xenia, Ohio, 1500 kc, 250 w D. P. O. address 124 Countryside Dr., Greene County, Dayton, Ohio. Estimated construction cost $10,466, first year operating cost $30,000, revenue $36,000. **James E.** and **George W. Vaughn,** equal partners, are math teacher and equipment repairman, respectively. Announced Aug. 19.

Existing Am Stations

APPLICATIONS

WDBF Delray Beach, Fla.—Cp to increase power from 500 w to 1 kw; install directional ant. and new trans.; make changes in ground system; delete remote control operation. Announced Aug. 14.

Tampa, Fla. (1010 kc)—Mod. of cp which authorized new standard broadcast station to make changes in directional ant. system (one less tower) and change type trans. Announced Aug. 15.

WBHF Cartersville, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 18.

WNEX Macon, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 15.

WCMA Corinth, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 19.

WVIP Mount Kisco, N. Y.—Cp to increase power from 1 kw to 5 kw; install new trans. and make changes in directional ant. pattern. Announced Aug. 14.

KATO Reno, Nev.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 20.

WHTG Eatontown, N. J.—Cp to increase power from 500 w to 5 kw and install new trans. Announced Aug. 20.

WMBO Auburn, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 20.

WMCK McKeesport, Pa.—Cp to change power from 1 kw unl. to 1 kw, 5 kw LS and install new trans. Announced Aug. 18.

WSSC Sumter, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 20.

WOPI Bristol, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 15.

KTET Livingston, Tex.—Cp to change frequency from 1220 kc to 1550 kc; change ant.-trans. and studio location and remote control point and change station location to Navasota, Tex. Announced Aug. 20.

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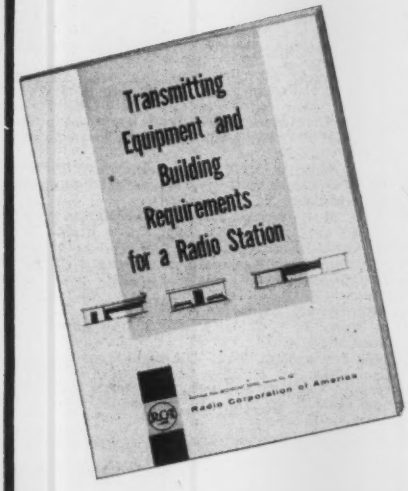

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KVOG Ogden, Utah—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 15.

WINC Winchester, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 19.

CALL LETTERS ASSIGNED

KGEI Belmont, Calif.—Radio Station KGEI Inc., international broadcast.

KJAX Santa Rosa, Calif.—Radio Santa Rosa.

KHOK Golden, Colo.—Golden Radio Inc., 1250 kc. Changed from KGOL.

WGRC Green Cove Springs, Fla.—Ben Akerman, 1580 kc.

WGRO Lake City, Fla.—George S. Walker Jr., 960 kc.

KLER Orofino, Idaho—Clearwater Bcstg. Co., 950 kc.

WONA Winona, Miss.—Southern Electronics Co., 1570 kc.

KAOL Carrollton, Mo.—Homeland Enterprises Inc., 1430 kc.

WAGY Forest City, N. C.—Tri-City Bcstg. Co., 1320 kc.

WYRN Louisburg, N. C.—Franklin Bcstg. Co., 1480 kc.

WCVP Murphy, N. C.—Cherokee Bcstg. Co.

WCRE Cheraw, S. C.—Pee Dee Bcstg. Co., 1420 kc. Changed from WATD.

WBPD Orangeburg, S. C.—Radio Orangeburg, 1580 kc.

WFLI Lookout Mountain, Tenn.—Lookout Bcstrs., 1070 kc.

KOKE Austin, Tex.—Jage Inc., 1370 kc. Changed from KTXN.

KTXO Sherman, Tex.—KTAN Bcstg. Co., 1500 kc. Changed from KTAN.

WLES Lawrenceville, Va.—Harry Epperson Sr. Changed from WLCH.

WCST Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp., 1010 kc.

WSAU Wausau, Wis.—Wis. Valley Tv Corp., 550 kc. Changed from WOSA.

WRIG Wausau, Wis.—WRIG Inc., 1400 kc. Changed from WSAU.

New Fm Stations

APPLICATION

Eugene, Ore.—Music Inc., 97.9 mc, 3.56 kw. P. O. address Eugene Medical Center. Estimated construction cost $10,619, first year operating cost $18,000, revenue $24,000. Principal owner, **Lytle N. Young** (51%), is in advertising. Announced Aug. 18.

Existing FM Stations

CALL LETTERS ASSIGNED

WKDN-FM Camden, N. J.—South Jersey Bcstg. Co., 106.9 mc.

WECW Elmira, N. Y.—Elmira College, *88.1 mc.

WLIR Hicksville, N. Y.—High Fidelity Music Co., 92.7 mc.

WINE-FM Kenmore, N. Y.—Western New York Bcstg. Co.

WHOK-FM Lancaster, Ohio—Hocking Valley Bcstg. Corp., 95.5 mc.

WSOM Salem, Ohio—Russell C. Jones, 105.1 mc.

WFID Río Piedras, P. R.—Fidelity Bcstg. Corp., 95.9 mc.

KGAF-FM Gainesville, Tex.—Gainesville Bcstg. Co., 94.5 mc.

KBFM Lubbock, Tex.—Jack Blankenship, 96.3 mc.

Ownership Changes

APPLICATIONS

KCNO Alturas, Calif.—Seeks assignment of license from **Interstate Bcstg. Co. of Ore.** to **Stulor Corp.** for $37,500. New owner, **Stuart Wilson,** is with **KBIG Hollywood, Calif.** See also Klamath Falls, Ore., below. Announced Aug. 15.

WIVY Jacksonville, Fla.—Seeks assignment of license from **Edward J. Oberle** to **WIVY Inc.** Corporate change. No control change. Announced Aug. 19.

WMUZ-FM Detroit, Mich.—Seeks assignment of license from **Mich. Music Co.** to **Percy B. Crawford,** tr/as **Alpha Bcstg. Co.** for $25,000. Mr. Crawford is head of Young People's Church of the Air. Announced Aug. 15.

KLCB Libby, Mont.—Seeks assignment of license from **Frank Reardon** to **Robert R. Rigler** for $25,000. Mr. Rigler has been KLCB manager. Announced Aug. 18.

WKXL Concord, N. H.—Seeks acquisition of positive control (100%) of licensee **(Capitol Bcstg. Corp.)** by **Frank B. Estes** through purchase of 50% from **WKNE Corp.** for $28,050. Announced Aug. 14.

WCLT-AM-FM Newark, Ohio—Seeks assignment of license from **The Advocate Printing Co.** to **WCLT Radio Inc.** Corporate change. No control change. Announced Aug. 20.

KRWC Forest Grove, Ore.—Seeks assignment of license from **Irving V. Schmidtke** to equal partners **F. Demcy Mylar** and **Robert M. Kines,** d/b as **Christian Bcstg. Co.,** for $50,000. Mr. Mylar has been KRWC manager; Dr. Kines is physician. Announced Aug. 20.

KFLW Klamath Falls, Ore.—Seeks assignment of license from **Southern Ore. Pub. Co.** to **Stulor Corp.** for $60,000. New owner, **Stuart Wilson,** is with **KBIG Hollywood, Calif.** See also Alturas, Calif., above. Announced Aug. 15.

KMCM McMinnville, Ore.—Seeks involuntary acquisition of positive control of licensee **(Yamhill Bcstrs. Inc.)** by **Philip N. Bladine** as individual and as executor of estate of **Jack B. Bladine,** deceased. Philip Bladine increases ownership from 25.2 to 50.4%. Announced Aug. 19.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **Dan Richardson** for new am station to operate on 550 kc, 1 kw D, in **Orange Park, Fla.,** and denying application of **Joseph M. Ripley Inc.,** for same facilities in **Jacksonville, Fla.** Announced Aug. 19.

Hearing Examiner Elizabeth C. Smith issued modified initial decision looking toward reinstating and affirming Oct. 5, 1955 grant of application by **Williamsport Radio Bcstg. Associates Inc.,** for new am station **(WARC)** to operate on 1380 kc, 1 kw D, in **Milton, Pa.,** denying protest of **Lycoming Bcstg. Co. (WLYC), Williamsport, Pa.,** and granting WARC's application for mod. of cp to authorize change in trans. site, equipment and studio location. Announced Aug. 14.

Routine Roundup

Commission by memorandum opinion and order, denied protest and petition for reconsideration by **Montana Microwave, Kalispell, Mont.,** licensee of common carrier relay station KOV45, directed against July 18, 1958, grant without hearing of application of **Mosby's Inc. (KMSO-TV), Missoula, Mont.,** for mod. of its existing authorization for tv inter-city relay station between

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Spokane, Wash. and Missoula. Announced Aug. 15.

PETITIONS FOR RULE MAKING DENIED

Fayetteville Bcstrs. Inc., Station WFLB-TV Fayetteville, N. C.—Request allocation of ch. 8 to Fayetteville, N. C., as commercial assignment by substituting ch. 13 for ch. 8 in **Florence, S. C.**, and ch. 7 for ch. 13 as educational reservation for **Charleston, S. C.** Further request issuance to **WFLB-TV** of order to show cause why its existing tv permit should not be modified to specify ch. 8 rather than ch. 18 in Fayetteville, N. C.

United Bcstg. Co., Mount Airy, N. C.—Petition requesting amendment of rules so as to make following changes: (1) change **Chapel Hill, N. C.** to ch. 8 as educational station; (2) change **Florence, S. C.** to ch. 13: (3) assign ch. 8 to **Charleston, S. C.** as educational station, and (4) assign ch. 4 to **Rocky Mount, N. C.**

Paul E. Johnson, Mount Airy, N. C.—Petition requesting amendment of rules so as to assign ch. 2 to Mount Airy and make following changes: (1) change ch. 2 in **Greensboro, N. C.** to ch. 8; (2) change ch. 8 in **Florence, S. C.** to ch. 13: (3) assign ch. 8 to **Charleston, S. C.** as educational station, and (4) delete ch. 2 from **Sneedville, Tenn.** and assign ch. 55 to same.

ACTIONS ON MOTIONS

Commission on Aug. 15 granted request of **General Electronic Laboratories Inc., Cambridge, Mass.**, and granted in part request of **Institute of High Fidelity Manufacturers Inc., New York City**; and time for filing comments on notice of inquiry into possible wider uses for fm SCA is extended from Sept. 2 to Oct. 2.

By Commissioner Robert E. Lee on August 12

Granted motion by **Liberty Television Inc.**, for extension of time to Aug. 29 to file replies to oppositions to motion to enlarge issues filed by it in **Eugene, Ore.**, tv ch. 9 proceeding.

Granted petition by **Musical Heights Inc., Braddock Heights, Md.**, for extension of time to Sept. 8 to file replies to petition to enlarge issues filed by **Monocacy Bcstg. Co.**, in proceeding on am application of Musical Heights.

By Acting Chief Hearing Examiner Jay A. Kyle on August 12

On own motion, ordered that oral argument on petition to dismiss application with prejudice filed by **Joseph S. Lodato, Santa Rosa, N. M.**, and petition requesting dismissal of application of **Garrison-Huntley Enterprises** filed by **Concho Bcstg. Co.**, will be held at 9 a.m., Sept. 5, in am proceeding.

Granted motion by **Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn.**, for extension of time for exchange of its exhibits from Aug. 15 to Aug. 29.

By Hearing Examiner Jay A. Kyle on August 15

Denied petition for withdrawal by **Joseph M. Ripley Inc., Jacksonville, Fla.**, requesting hearing examiner to disqualify himself and withdraw from am proceeding.

By Hearing Examiner H. Gifford Irion on dates shown

Granted July 29 petition by **Radio Orange County Inc., Anaheim, Calif.**, to dismiss its May 20 petition for leave to amend its am application, and granted its July 24 petition for leave to amend and accepted amendment consisting of exhibits A to E. Action Aug. 13.

Ordered that record is closed in proceeding on am application of **Town and Country Radio Inc., Rockford, Ill.** Action Aug. 14.

By Hearing Examiner Herbert Sharfman on August 18

Ordered that prehearing conference scheduled for Sept. 9 is continued to Sept. 18 in proceeding on am applications of **B. J. Parrish, Pine Bluff, Ark.**, and **James N. Noe (KNOE), Monroe, La.**

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Aug. 20

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	71	105	570
FM	524	31	97	64
TV (Commercial)	415[1]	93[2]	116	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Aug. 20

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

COMMERCIAL STATION BOXSCORE

As Reported by FCC through July 31

	AM	FM	TV
LICENSED (all on air)	3,235	530	422[1]
CPs ON AIR (new stations)	36	22	92[2]
CPs NOT ON AIR (new stations)	105	93	114
TOTAL AUTHORIZED STATIONS	3,376	645	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	36	47
APPLICATIONS FOR NEW STATIONS (in hearing)	109	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	521	66	105
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	311	19	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	352	19	51
LICENSES DELETED	0	2	1
CPs DELETED	2	0	3

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 15

WOIC Columbia, S. C.; WPAL Charleston, S. C.—Granted acquisition of positive control by **Joe Speidel III**, through purchase of stock from **Albert T. Fisher Jr.**

WBEN-FM Buffalo, N. Y.—Granted cp to install new type ant., increase ERP to 110 kw and increase ant. height to 1,350 ft.

WCSC-TV Charleston, S. C.—Granted cp to change trans. location, make changes in ant. system and other equipment; ant. height 1,000 ft.

WONA Winona, Miss.—Granted mod. of cp to correct geographic coordinates; conditions.

WERE Cleveland, Ohio—Granted mod. of cp to change from aux. operation of trans. to alternate main operation.

KDOV Medford, Ore.—Granted mod. of cp to make changes in ant. system.

KDPS-TV Des Moines, Iowa—Granted mod. of cp to change ERP to vis. 28.8 kw, aur. 14.4 kw, ant. height 320 ft.; change type trans., install new ant. system and other equipment changes.

KOFY San Mateo, Calif.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: WGTE-TV Toledo, Ohio, to 11-27; WKVT Brattleboro, Vt., to 3-1-59; WAPE Jacksonville, Fla., to 10-27.

Actions of August 14

KHAD-TV Laredo, Tex.—Granted mod. of cp to change name to Southwestern Operating Co.

KQDI Bismarck, N. D.—Granted mod. of cp to change type trans.

KCBM Kansas City, Kan.—Granted extension of completion date to 1-1-59.

KGMS-FM Sacramento, Calif.—Granted extension of completion date to Sept. 16.

General Bcstg. Co. Inc., Brownsville, Tex.—Granted authority to transmit program to **XEO Matamoros, Mexico**, on Aug. 16; and for period beginning Aug. 21 and ending Nov. 21.

Actions of August 13

KFRC San Francisco, Calif.—Granted cp to change ant.-trans. location; change main studio, install new trans.; remote control permitted, conditions; and cp to install new aux. trans. (proposed location of main trans.); remote control permitted.

KSFO San Francisco, Calif.—Granted cp to make changes in ground system.

WPFB Middletown, Ohio—Granted mod. of cp to change type trans.; condition.

KFOX-FM Long Beach, Calif.—Granted authority to remain silent for period of 60 days for extensive repairs.

Following stations were granted extensions of completion dates as shown: WPNC Plymouth, N. C., to 11-30; WKTY La Cross, Wis., to 12-5; KINT El Paso, Tex., to 3-1-59, and WCDC (TV) Adams, Mass., to 2-15-59.

Actions of August 12

KMLW Marlin, Tex.—Granted assignment of license to **M-L Radio Inc.**

WDAF-TV Kansas City, Mo.—Granted license covering changes in facilities; ant. height 750 ft.

Actions of August 11

KASY Auburn, Wash.—Granted assignment of cp to **Auburn Bcstrs. Inc.**

Granted licenses for following am stations: KHAT Phoenix, Ariz; WNIK Arecibo, P. R.; WSIZ Douglas, Ga.; KAMP El Centro, Calif.; WJDY Salisbury, Md.

WDBO-FM Orlando, Fla.—Granted license to make changes in transmitting equipment and installation new type ant.

WHAN Charleston, S. C.—Granted license covering change of ant.-trans. location and make changes in ant. and ground system.

WFIL Philadelphia, Pa.—Granted mod. of license to operate main trans. by remote control using directional ant. day and night; conditions.

WKVT Brattleboro, Vt.—Granted mod. of cp to change studio and ant.-trans. location.

WVUE Wilmington, Del.—Granted extension of completion date to 2-13-59 (main trans. and ant.).

WFIL Philadelphia, Pa.—Granted authority to operate trans. by remote control using directional ant. day and night; conditions.

Actions of August 8

KBIQ (FM) Los Angeles, Calif.—Granted mod. of cp to change ERP to 53 kw, ant. height to 2,890 ft., and change type ant.; remote control permitted.

WAVE Louisville, Ky.—Remote control permitted using directional ant. day and night; conditions.

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Openings for manager, salesmen, announcers and engineer at new 5 kw radio station in Johnson City, Tenn. Address P. O. Box 53, Jonesboro, Tenn.

Management

Owner of profitable fulltime indie single station southwest agricultural market wants to relax. Needs responsible man capable all phases including sales. Choose your own title; all owner wants is results. Substantial guarantee plus percent gross will exceed 10,000. Town is 20,000; 30-mile radius 100,000. Personal interview required. Send complete details first letter. Box 538F, BROADCASTING.

Manager to build outstanding independent local operation. Want experienced, capable, ambitious person of good character. Straight salary or salary and profit percentage. Best medium-sized Ohio market. Box 637F, BROADCASTING.

Sales

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 403F, BROADCASTING.

Young, aggressive sales manager needed at kilowatt daytimer in southeast coastal Louisiana, rated first in area. No board work-protected accounts. Market potential great for serious worker. 15% commission with liberal drawing account. Many sales aids, station heavily promoted—but no salesman to handle hundreds of accounts. Male or female considered. Strictly a working job at a progressive, respected and accepted station. Send photo, full details in first letter. Box 579F, BROADCASTING.

There's a wonderful opportunity in cool Colorado for a salesman willing to work. Guarantee of $400 per month and an account list that can make real money for you. This is a permanent connection with the top station in town. Send full information and references. Box 590F, BROADCASTING.

Kentucky station needs aggressive salesman. Salary, commission. Some air work if wanted. Full details first letter. Box 594F, BROADCASTING.

New York state tv station wants an experienced radio salesman, interested in moving into television. NBC affiliate. On air accounts to start. Base plus commissions. Write giving full resume to Box 609F, BROADCASTING.

Experienced sales manager wanted in northwestern college town of 40,000, single station market of 150,000. Must be high grade man and a good worker. Salary and percentage of profits. Box 621F, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Growing station group has good paying job open with top station in area for experienced, hard working salesman. Guarantee open depending on experience and ability, plus commission. Advancement opportunity dependent on performance. Only sober, permanent salesman need apply. Reply to Riley Gibson, Radio Station KXO, El Centro, Calif.

Kentucky. Good sales opportunity with aggressive, growing organization. Send resume, references, earnings requirements. Radio WBLG, Box 1417, Lexington.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Girl, experienced staff announcer, Pauline Frederick voice quality and diction. Apply NBC Intermountain station, Box 331F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man looking for a good starting salary, plus permanent location—5000 watt South Georgia station. Box 345F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Desire football announcer plus staff duties. Tell all. Texas station. Box 402F, BROADCASTING.

Newsman—First phone for top-rated midwest station to start September 1, 1958. Duties are devoted exclusively to news. Need resume, tape and photo at once. Box 470F, BROADCASTING.

Opening September 15 for stable experienced staff announcer, morning shift. Dignified news, friendly commercials. No characters or funny men. Small market northern South Carolina. Box 472F, BROADCASTING.

50,000 watt CBS station needs personality now to spin country records and do staff work. Should have experience and good recommendations. Send photo, resume and tape showing versatility. Salary commensurate with ability. Box 480F, BROADCASTING.

Leading eastern independent contemplating girl disc jockey. Must be experienced. Now accepting audition tapes. Include resume and recent photo. Box 509F, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

Announcer, first ticket for Wisconsin lakeshore daytimer. Box 571F, BROADCASTING.

Announcer-salesman, experienced, for daytimer in almost untapped market, Florida lower east coast. Box 588F, BROADCASTING.

Kentucky station needs good announcer. Beginner with strong possibilities acceptable. Prefer Kentuckian. Full details first letter. Box 595F, BROADCASTING.

Group of single market stations in Texas need following: newsman with announcing experience, and announcer-salesman and a straight announcer. Stations are under one ownership and offer chance to advance if you like smaller markets with one station. Box 613F, BROADCASTING.

Staff averages more than three years with station. Seeking competent night man, preferably with first phone license, good voice, knowledge of commercial music. Might consider exceptional announcer plus ticket man. Box 614F, BROADCASTING.

New Florida independent seeks announcer-salesmen. Send tape, background, picture, references. Immediate employment. Experienced men only. Box 615F, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 638F, BROADCASTING.

Announcer-1st phone. No maintenance, two weeks vacation, health insurance, new studio and equipment. Mobile units, air and auto. Adult programming, start at $433.00. Need immediately. Phone Mr. Jae, KHMO, Hannibal, Missouri.

Have immediate opening for combo man with first ticket. Good hours, good pay for good voice. Write resume with salary requirements. Send tape to KLIN, Lincoln, Nebraska.

Have immediate opening for announcer with news experience also for an announcer-salesman. If interested contact Clint Formby, KPAN, Hereford, Texas.

Wanted: Announcer for a 1000 watt independent in city of 12,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Live in the majestic Ozarks. We need good all-around announcer, small market, excellent recreational area. Call or send tape. Mel Lymbery, KTCN, Berryville, Arkansas. (Daytimer).

Immediate opening two jocks to $100 weekly. WSSB, Durham, N. C. Send tape.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced staff announcer, opportunity to sell. Send photo, tape and complete details in first letter. WAFC, Staunton, Virginia.

Mississippi. Experienced, preferably southerner, for fulltime network station. Must be settled, mature, community-minded, and available by September 1st. WAZF, Yazoo City, Miss.

Happiest gang in radio needs pop music man to join immediately. First ticket preferred but not necessary. Rush tape, resume to Frank Michaels, WBUZ, Fredonia, New York.

WFRL, Freeport, Illinois has immediate opening for experienced staff announcer. 48-hour week, overtime over 40 hours. Paid vacations, free insurance, morning shift, daytime operation. Write or call Bud Walters.

Announcer wanted for Virginia ABC affiliate. Run own board, do commercials that sell, some news and special events. Opportunity to increase earnings by selling accounts. Send picture, resume and tape to: Preston Young, WHLF, Box 490, South Boston, Virginia.

Immediate opening for top flight personality type announcer. Rush experience, tape, photo, proof of performance to Bill Frosch. WISH, Indianapolis, Indiana.

Near Cleveland, need versatile announcer for personal appearances adult and teen dj shows, news. Must have two years commercial experience. Excellent opportunity, salary open. Personal audition necessary. Send tape with news spots and ad lib, or phone for appointment. WPVL, Painesville, Ohio.

Combo man with first class ticket for medium sized mid-west market. Good announcer necessary, very little engineering. Must know production. Send resume of experience, family status, salary requirements and audition to John Harvey, WRRR, 113 S. Court Street, Rockford, Illinois.

Immediate opening two jocks to $100 weekly. WSSB, Durham, N. C. Send tape.

Announcer for morning shift. Minimum experience one year. Music, news format. No nifty fifty. Agricultural area. Our credit good, expect yours same. Send educational background, tape, photo and resume. Good pay for right adult. Mervin V. Ling, Inland Broadcast Co., Rupert, Idaho.

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Combo man-1st class ticket with some announcing. Immediate opening. Box 493F, BROADCASTING.

Leading eastern independent seeking first class engineer capable of assuming complete responsibility of chief and minimum of air work. Send resume, tape and recent photo. Box 510F, BROADCASTING.

Chief engineer to maintain 250 w Virginia am using remote control. Announcing ability preferred but not necessary. Send complete background information with references, etc. This is an immediate and permanent opening for the right man. Box 525F, BROADCASTING.

Engineer, 1st phone ticket, directional qualifications. Northern Michigan. Minimum announcing duties. Good starting pay. Box 622F, BROADCASTING.

First—combo-experience, audition, resume. Pacific northwest. Box 624F, BROADCASTING.

Wonderful opportunity for a good combo man who is a good engineer with first class ticket, who has a good voice who would like to move into tv. Make a good living with a permanent job, then send resume, pic and tape to Chief Engineer, KCKT-KGLD, Great Bend, Kansas. No drunks or drifters.

RADIO

Help Wanted—(Cont'd)

Technical

First phone engineer. Contact Jerry Norman, WIIN, Biltmore Hotel Arcade, Atlanta, Georgia.

Engineer wanted, 5000 watt am station and large fm station. Must be familiar with all types of equipment. Prefer man with knowledge of multiplexing. Write WGH Radio, Norfolk or Newport News, Virginia.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

One news director and one announcer-copywriter. 500 watt daytimer. Some experience necessary. Newsman must be able to gather, write and air local news and sports—no play-by-play necessary. Good community, very little night work. No floaters. KCHE, Cherokee, Iowa.

Newsman wanted. Need experienced reporter to gather, write, and deliver news on radio and sometimes on television. Must be college graduate, preferably with journalism degree, and have at least two years of actual experience. AFTRA scale is $126 weekly plus fees. Attractive retirement and insurance plans. Good working conditions. Send all information, tape, and snapshot to Claude Dorsey, News Director, KMBC, Kansas City 5, Missouri.

Sharp gal for hot indie in traffic and continuity. Details and photo. KOBY, San Francisco, Calif.

Wanted—program director-announcer, top voice required. Apply Byron McElligott, KSDN, Aberdeen, South Dakota.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

RADIO

Situations Wanted

Management

Manager, assistant manager or sales manager. Small to medium market. Box 573F, BROADCASTING.

Manager-experienced all phases, presently sales management. Family man, that desires permanent opportunity. Full details immediately. Box 587F, BROADCASTING.

Highest industry records in radio sales expansion. Twenty years operations and management. Special assignments considered. Box 611F, BROADCASTING.

Sales manager, suitable good sized market; local and national assignment. Box 627F, BROADCASTING.

What value versatility? Marginal operation management experience. Major market quality and experience sales, engineering, announcing. Want purchase plan, some money. Family, 38. Prefer Rockies, but go anywhere for station. Box 631F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 305F, BROADCASTING.

Have guts, will travel—Experienced radio-tv salesman desires position with Wisconsin station in sales, managerial capacity or will travel midwest for film syndicate. Box 499F, BROADCASTING.

Announcers

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 303F, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 304F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 313F, BROADCASTING.

Top top-40 morning man for a top ten market. We hired a high-rated morning man with a most impressive "top-40" station track record. A change in our programming policy put this talented man in a creative straight-jacket. If you are looking for a zany, loyal, hardworking personality, we will put in a good word for him and he in turn will send you tapes, resume and other supporting documentation. Station Manager, Box 466F, BROADCASTING.

Versatile, experienced announcer available two week's notice. Ohio, northern Kentucky area. Box 495F, BROADCASTING.

Midwestern sports announcer, three years experience, also staff and dj background. Presently employed. Will travel. Box 505F, BROADCASTING.

Sportscaster-staffer. Football, basketball, baseball. Two years commercial experience with 1000 watt daytimer. University of Alabama graduate. Prefer south. Box 519F, BROADCASTING.

Minneapolis, St. Paul area. Two years experience. Married, two children. Currently employed, best references. Box 521F, BROADCASTING.

1st phone. Announcer. 29. Married, 2 children. 5 years experience. Seeking permanency and future. Prefer west. Box 522F, BROADCASTING.

Hot 2-man team: Inimitable. Try O'Shea and Rose for laughs. Box 524F, BROADCASTING.

Announcer-dj, excellent news, offers 2½ years experience for good paying job medium or large market. Now employed. References. Prefer sw Penna., but will go anywhere if the price is right. Box 531F, BROADCASTING.

Experienced announcer with professional delivery to commercials, disc jockey and news. Box 546F, BROADCASTING.

2¼ years radio, tv experience. DJ, news, commercials. Desire radio or radio-tv position. Available immediately. Box 576F, BROADCASTING.

Announcer; 4 years experience, desire position offering advancement, capable, cooperative, BA, 22, married. Box 577F, BROADCASTING.

Travel anywhere, strong commercial, news, young veteran, married, run any board. Salary secondary. Box 583F, BROADCASTING.

Ideas-disc jockey-sales-promo gal dynamo. That me! Box 584F, BROADCASTING.

Recent broadcasting school graduate. Versatile all phases, strong on sports. Family. Available September 15. Tape available. Box 586F, BROADCASTING.

Sportscaster-staff. 7 years experience. Strong play-by-play. Desire relocate, sports-staff connection, heavy sports station. Box 592F, BROADCASTING.

Announcer-dj with excellent voice and ability. Negro. No accent. Box 597F, BROADCASTING.

Ten year veteran play-by-play man with experience all phases of broadcasting including production spots and sales seeking good future. Box 598F, BROADCASTING.

Announcer-dj, 10 years experience. All phases broadcasting including program director. Desire permanency, opportunity. Will travel. Box 599F, BROADCASTING.

Give me a chance. Looking for opportunity. 10 years in radio, programming, announcing, sales, copy, promotion. Want management of small station on percentage basis. Can do the job! Just need chance. Box 600F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

$100 weekly, announcer newscaster, one year experience, tv potential, prefer midwest major market. Box 601F, BROADCASTING.

Fine sports-newscaster, disc jockey. Solid experience. Top references. Family. Box 604F, BROADCASTING.

Offer knowledge of good music plus 5 years experience. Presently Virginia. Wife-seeking permanency. Box 605F, BROADCASTING.

Announcer-news; presently employed in large midwest metropolitan market looking for advancement. Strong in news, sports, announcing, good delivery, deep authoritative voice, single, veteran, 26, college grad. B.A. in Journalism, minimum $110. Prefer midwest or west coast metropolitan market. Can do tv. Good appearance. Available immediately. Box 606F, BROADCASTING.

Announcer-first phone. Much experience. Good voice. Presently employed. Desire near twin-cities. Family. $100.00 minimum. Box 607F, BROADCASTING.

First phone announcer. Midwest. Presently employed on a powder keg. Good announcer. Good engineer. Good for your station. Considering any situation with college facilities. Married, mature, capable. Let's talk. Box 610F, BROADCASTING.

I am a young disc jockey, who is ready to become a personality. If you're a good station and can offer a good opportunity, I'd like to work for you. I know good radio, and won't work for next to nothing. I'll give you good work and solid experience and references. Write Box 617F, BROADCASTING.

Young graduate experienced sportscaster desires career position with sports minded station. Available for up-coming football and basketball season. Prefer east but will consider any locale. All particulars available upon request. Box 618F, BROADCASTING.

Radio-speech degree. Two-station experience. Strict Christian principles. Box 619F, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Announcer-dj; experienced; ready for larger market. Music, news, sales. Box 625F, BROADCASTING.

Two-man "dj" show, have the experience, mature, family men. We can get audiences, sell the product. Contact us now. Box 628F, BROADCASTING.

Smooth, relaxed dj style good news, three years experience looking for medium market. Box 629F, BROADCASTING.

Willing to work hard to build and keep audience. 3 years experience in all phases. Box 632F, BROADCASTING.

Save me from the unemployment lines. Announcer, dj, news, sports, operate board, sales. Box 634F, BROADCASTING.

Newsman-announcer, six years experience, fine voice, references. First phone. Tape. Box 640F, BROADCASTING.

Ace sportscaster, salesman, announcer, newsman. Call Basil DeSoto, Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hill, California.

Working pd in network affiliate wants staff or news position in larger station. Presently employed dj news feature shows. Can gather and write local news. Nick Alexander, Fairfield, Iowa.

Announcer, 1st phone. 2 years experience. Prefer west. Rod Mitchell, 575 Bailey Ave., Mt. View, California. Phone YO 7-3615.

Technical

Ambitious chief engineer, 11 years broadcast experience. All phases am and fm. Not afraid of hard work. Desires chance to prove ability at progressive station. No announcing. Box 460F, BROADCASTING.

Chief engineer/assistant manager presently employed, 14 years experience all phases radio, will build your station or rebuild to delivery signal quality and punch to complete in the toughest market. All reasonable offers considered. Box 578F, BROADCASTING.

Engineer with strong technical background is looking. First phone. 2 years commercial am-fm and tv experience. Have excellent voice, willing to announce. What do you offer? Box 580F, BROADCASTING.

Experienced first phone engineer. Studio or transmitter. Good announcer. Single, 27, ham. Prefer northeast, mid-Atlantic. Box 582F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Young veteran with first phone and studio training desires to break into tv or radio. Box 585F, BROADCASTING.

First phone, experienced, mature, astemious, married. Fair announcer, good news delivery. Tape available. Please write Box 593F, BROADCASTING.

Experienced engineer-announcer-salesman first class license plus engineer degree. Box 596F, BROADCASTING.

Dear Employer: This will serve to introduce Mr. John Gonzales, who has been in our employ for the past two years. Because of a re-alignment of our broadcast day, which involved deletion of the 1:00 a.m. to 6:00 a.m. shift, it was with great reluctance and regret, we terminated the services of Mr. Gonzales. We would, without hesitation, re-engage him if future circumstances allow us to re-initiate all night programming and he were then disposed to return to this area. As an employee and more particularly, as an individual, we highly recommend Mr. Gonzales. His services with this station have been eminently satisfactory; his moral character and professional ability is of the highest calibre. Contact John B. Gonzales, Radio Station WORC, Bancroft Hotel, Worcester 3, Mass.

Married, have first, will travel, have training. Need experience, radio or television engineer. Jean Pijanowski, 567 N. Oakland, Pasadena, California.

First phone—10 years radio, two tv in midwest. James Swanson, 1221 Peck, Muskegan, Michigan.

Production-Programming, Others

Production director, Bartell experience. If you can find a better one—hire him! Box 497F, BROADCASTING.

Woman copy director, single, moving southern California, September—thoroughly experienced, years with top eastern independent. Box 589F, BROADCASTING.

Copywriter-male, two years college, broadcast school, 4 years experience. Employed. Relocate solid, "going", small station with opportunities. Car, single travel. Westerner, prefers west. Good "first" copy. Samples, final "move" if right spot. Box 603F, BROADCASTING.

Girl secretary-dj. 5 years experience network and advertising agency, New York. Interested in Florida station. Box 630F, BROADCASTING.

Newsman for two years. Gather, write and read. Good voice and references, tape. Box 639F, BROADCASTING.

Trade 11 years radio-tv experience for regular 40 hours, future, no Sundays or holidays. Box 641F, BROADCASTING.

Girl copywriter, 25, single, car, 6 years experience. Box 642F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Dominant CBS station in southeastern market of over 500,000 homes has rare opening for experienced local-area salesman. Our retail-area sales are an important part of our business. Good base, plus attractive commission plan permits you to build your income. Present account list will be turned over by current salesman who is being promoted to local sales manager. Want family man with desire to work and make money. If your record will stand thorough investigation please write, sending complete details including sales record and picture first letter. Box 445F, BROADCASTING.

Announcers

Experienced tv announcer wanted. Send tape, picture, and complete information to Don Stone, KTIV, Sioux City, Iowa.

TV news opportunity. VHF network affiliate needs experienced newsman for on-camera work. Outstanding opportunity. Send full particulars to KWWL-TV, Waterloo, Iowa.

Technical

Engineers for studio, transmitter or remote unit. Full power, well equipped educational vhf mid-south. Box 358F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Two good first class engineers who can do maintenance have a year or two experience in tv. Want to improve themselves. Should be familiar with control room techniques. Good salary for good men. If you are good, then send resume to Chief Engineer, KCKT-KGLD, Great Bend, Kansas.

Production-Programming, Others

Excellent opportunity for news director radio and tv, seven-man department, equipped with Western Union weather, news wires, mobile unit, portable recorders and beeper. Photo department for still and film pics. Send tape, photo, examples of work and salary requirements plus complete background. Box 401F, BROADCASTING.

An announcer and/or director for full power vhf. Experienced. References required. South. Box 572F, BROADCASTING.

Experienced copywriter—Selling copy with good mastery of tv technique. Two in department. Salary open. Send samples, resume. Program Manager, WFIE-TV, Evansville, Indiana.

TELEVISION

Situations Wanted

Announcers

2 years on camera commercial experience. Available immediately. Box 602F, BROADCASTING.

Need a tv staff announcer? Present employer, my wife and maid say I'm good. Booth, on-camera news and commercials. 6 years radio, 1½ years tv. 1½ children. Some college, $90, tape, photo, resume. East, southeast. Box 612F, BROADCASTING.

Announcer, producer. TV, film, radio experience. News, sports, commercials, versatile. Box 626F, BROADCASTING.

Technical

1st phone, 6 years am-fm-tv, desires position in Florida, in radio or television. Married and reliable. Box 409F, BROADCASTING.

TV engineer three years experience. All phases studio operation, prefer west. Box 467F, BROADCASTING.

Studio chief, nine years experience, thoroughly versed in all phases of engineering, desires change. Best references on character and ability. Box 574F, BROADCASTING.

Chief or assistant chief—ten years experience, am-fm-tv. Including two years am chief and five years of maintenance and installation of tv studio and xmtr. equipment, with facilities for live, film, and net color. Prefer a permanent location east of the Mississippi. Box 575F, BROADCASTING.

First phone. Television; studio, transmitter operation and maintenance. Am-fm radio. Box 581F, BROADCASTING.

TV studio engineer: ten years all phases studio operation. Strong on remotes, maintenance and economical operation, some color. Will take best offer, anywhere. Box 616F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

TV tech with first phone, having limited experience. Available immediately and willing to travel. Good man. Draft exempt. Resume on request. Box 633F, BROADCASTING.

Production-Programming, Others

News director, radio station, wants to return to tv. 8 years experience radio-tv reporter, writer, film editor, newscaster. B.S., M.S. degrees in journalism. Box 507F, BROADCASTING.

Producer-director, 26, single, wants to relocate, large market. Wide directing experience. Former photographer, announcer, news director, production manager, coordinator. First phone. More than a button pusher. Knows film too. Prefer directing and/or producing for station active in live programming; or agency doing film or live production. Available immediately for interview. Box 512F, BROADCASTING.

Newsman. Experienced tv news reporter, cameraman, film editor, 27, vet, degree. Single. Best network operation references. Prefer west coast. Box 591F, BROADCASTING.

Production manager-director presently employed but wants bigger market. 8 years experience in all phases of program and production. 34 years old, family man, college graduate. References if requested. Box 636F, BROADCASTING.

FOR SALE

Stations

Northwest 1 kw daytimer, isolated market. Presently grossing in excess of $50,000 annually. Excellently equipped. Priced for quick sale at $37,500 cash. Price includes accounts receivable of $6,000. Box 643F, BROADCASTING.

Nevada top-market kilowatt $40,600 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Carolinas medium market stations (2), $75,000, terms on one or part interest in other for $25,-500. Chapman Company, 1182 West Peachtree, Atlanta.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

California fm stations (2), $100,000, terms, or part interest. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Southwest small market stations (2), $25,000, $30,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

FOR SALE

PENNSYLVANIA RADIO STATION

Long and well-established 250 watt property

Full Time—major network affiliation

Profitable and sizable market

Write Box 635F, BROADCASTING

No Brokers Involved

FOR SALE—(Cont'd)

Stations

Florida profitable fm station, $20,000 down payment, $85,000, total; medium market station, $67,000 down payment, $236,250, total; small market, $7,500 down payment, $33,000, total. Chapman Company, 1182 West Peachtree, Atlanta.

Northwest quarter-kilowatt $33,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

1 RCA-fm transmitter BTF 3B 3 kw with additional equipment to change to 5 kw. Like new. $5000. Also frequency and modulation monitor. Write Box 469F, BROADCASTING.

Stainless G-36 N.I. tower, second hand. Box 526F, BROADCASTING.

400 foot and 781 foot pieces 7/8" air dielectric 70 ohm co-axial cable 65¢ foot with glass seals and pressure meter. Andrews pump with drying unit $16.00. Two Andrews heavy duty type 872 sampling loops at $18.50 each. Clarke #108 two tower phasing monitor, clean $220.00. Box 623F, BROADCASTING.

1 kw Gates BC-1J transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

Two Presto 10-B turntables complete with custon cabinets and Western Electric 9-A head and equalizers, $125.00 each. One Rekokut RDK 16 two-speed recording table with RCA 72C standard 33⅓ rpm inside out cutting lathe equipped with a Presto 1-D cutter with good cabinet $200.00. KRHD, Duncan, Oklahoma.

Brand new 30-50 megacycle MR-10 monitoradio. Will trade for more sensitive 40-50 megacycle receiver or sell for $50.00 F.O.B. KROX, Crookston, Minn.

Western Electric 23 C console in good operating condition. Has two spare GE turntable pre-amps for GE type cartridges. First check for $500 delivers unit and original instruction book to your control room. WACE, Chicopee, Mass.

RCA 76-B4 console with tubes, power supply, and a large inventory of spare parts. One RCA 70-D turntable with universal head and BA-2C booster amplifier. Both recently removed from service, clean and in good working order. $250.00. WLEC, Sandusky, Ohio.

5 kw Western Electric am transmitter, model 5c modernized. Old but clean and dependable. Make offer. George P. Rankin, WMAZ, Macon, Georgia.

1—3 kw Federal (fm) transmitter in A-1 condition, tubes-complete set with new finals and FCC spares, two Bay Andrews antenna, 50' of 3⅛" co-ax. Real buy $3,800.00. Write William Emert, WPHB, Philipsburg, Penna.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

1 kilowatt uhf transmitter convertable to any channel. Any reasonable offer considered. Contact R. L. Stocklos, 10245 Imperial Drive, St. Louis 21, Missouri.

WANTED TO BUY

Stations

Principal will pay legitimate price for radio station. Confidence assured. Reply to Box 570F, BROADCASTING.

Capable principle wants radio station in Great Lakes, middle Atlantic or southwest over 50,000 homes metropolitan area. Full details. Box 608F, BROADCASTING.

WANTED TO BUY

Equipment

Magnacord PT6-R or J amplifier. Broadcast type, standard cabinet racks, 77-inch panel space. Chief Engineer, WAND, Canton, Ohio.

Will trade 5 kw modulation transformer for 1 kw, or want to buy at good price. WAXE, Vero Beach, Florida.

De-icers for GE BY-4B antenna, write or call Bob Brown, WDWS, Champaign, Illinois.

Used WX-2D field intensity meter and 3 used 165 foot guyed towers. Contact Chief Engineer, WFCR, Fairfax, Virginia.

Two used 240 foot radio towers complete with lighting equipment. State condition and price in reply. Contact Radio Station WJAZ, P.O. Box 611, Albany, Georgia.

Wanted: Used RCA 77D microphone. Can use two. Send full details. Wally Heider, Sheridan, Oregon.

Wanted: Broadcast/recording limiter, fm specifications. Give make, model and price. Sierra Records, Box 111, Sierra Madre, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. 1029-30 Equitable Building Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in colors, a patented and copyrighted Bingo game called Kardo in 3000 game sheet series, which has playing card symbols instead of just numbers, permitting not only the playing of Bingo, but any Poker card hands etc., the announcer may call for. Prices are $3.00 per 1000 game sheets imprinted with your art copy. Terms one-third with order on your letterhead, balance on delivery of three weeks. Shipped F.O.B. Hollywood. (Game sheets have I.B.M. control systems). Write P. O. Box 1871, Hollywood 28, Calif. Tel. Hollywood 4-0141.

RADIO

Situations Wanted

BIG JON & SPARKIE
Ideal Family Listening for Saturday or Sunday
Details and Audition
JON ARTHUR
1179 Colgate Drive, Pitcairn, Pa.

TELEVISION

Help Wanted

Production-Programming, Others

WANTED
CREATIVE—EXPERIENCED LOCAL TV PROGRAM EXECUTIVE

Golden opportunity in major Eastern market awaits man who knows every phase of local TV station operation, and has assistant and/or program manager experience—thoroughly schooled in live studio production. Must have a thorough knowledge of the major feature and syndicated TV film libraries—work well with people. The position: Assistant Program Manager—Salary: open.

Box 555F, BROADCASTING.

TELEVISION

Situations Wanted

Announcers

WANT TO HELP — —
Two fine, versatile on-camera announcers who are being cut in a reorganization.
Can you use one or both?
Call me collect.

Cecil M. Sansbury
WSEE-TV
1220 Peach St.
Erie, Pa.
Phone No. Erie 57575

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TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

WANTED TO BUY

Stations

WANTED TO BUY
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STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND, with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

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RADIO TRANSMITTER ENGINEERS, RADIO STUDIO ENGINEERS RADIO PRODUCTION SPECIALISTS

Transmitter Engineer—8-10 years experience design, building, maintenance radio transmitting stations and networks, to advise the ROK Government in these matters and make concrete recommendations for future.

Radio Studio Engineer 8 to 10 years experience acoustics, recorders and speech equipment.

Radio Production Specialist not less 10 years experience planning, development and production of radio programs—produce one or more prototype series of radio programs.

Men selected will live in Korea about two years. They and their families will be flown to Korea by first class commercial air routes.

If you meet these qualifications send resume of experience to: Engleman & Co., Inc., 2480—16th Street, N. W., Washington 9, D. C.

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Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
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• Salesmen for Radio & TV
• Announcers • Combo men
• TV Production • Film Editors
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

INSTRUCTION

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

UPCOMING

Aug. 25-28: American Bar Assn., annual convention, Statler Hotel, Los Angeles.
Aug. 28-29: Montana Radio Stations Inc., business meeting, Canyon Village, Yellowstone National Park, Wyo.

September

Sept. 4-5: RAB, regional management conference, Ponte Vedra Inn, Ponte Vedra, Fla.
Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.
Sept. 8-9: RAB, regional management conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB, regional management conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 11-13: Michigan Assn. of Radio & Tv Broadcasters, annual fall convention, Hidden Valley, Gaylord.
Sept. 12-14: AWRT, New England conference, Stowe, Vt.
Sept. 15-16: RAB, regional management conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 19-21: International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel, New York City.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB, regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 26: Oregon Broadcasters Assn., station managers' meeting, Timberline Lodge, Mt. Hood.
Sept. 26: UPI Broadcasters of Iowa, Hotel Roosevelt, Cedar Rapids.
Sept. 26-27: Mississippi Broadcasters Assn., management conference, U. of Mississippi, University.
Sept. 26-27: IRE, transmission systems professional group, annual symposium, Hotel Willard, Washington.
Sept. 26-28: AWRT, southern area conference, Columbus, Ga.
Sept. 27: UPI-U. of Iowa School of Journalism, symposium on good government, U. of Iowa, Iowa City.
Sept. 27-28: AWRT, southwestern area's fall conference, Western Hills, Fort Worth, Tex.
Sept. 29-30: RAB, regional management conference, Princeton Inn, Princeton, N. J.

October

Oct. 1-2: NAB Tv Code Review Board, Clift Hotel, San Francisco.
Oct. 2: Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.
Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 5-6: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-12: AWRT, Heart of America conference, Kansas City, Mo.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

MAX M. LEON, President

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MAX M. LEON
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Chief Engineer
FRANK UNTERBERGER

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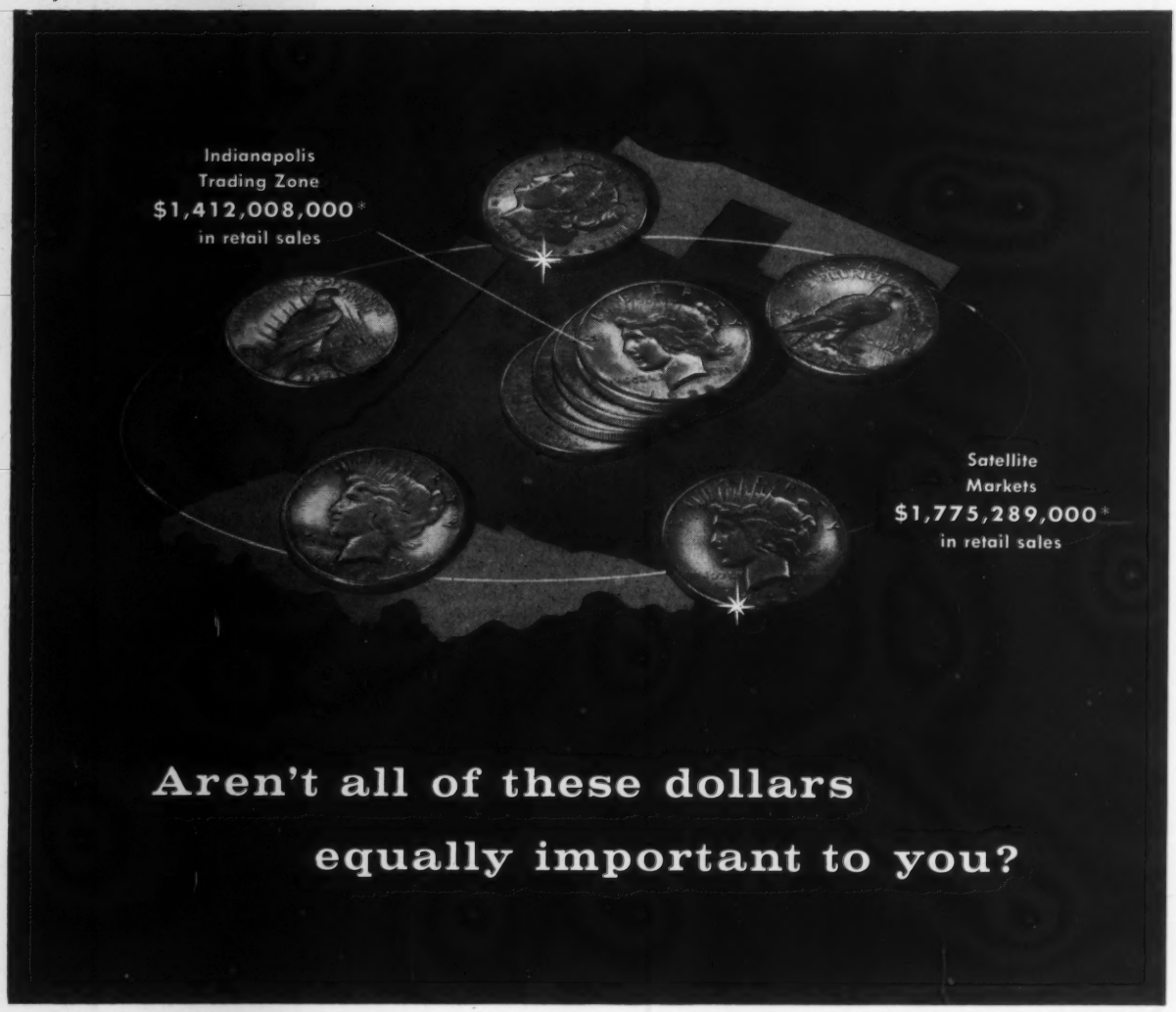

Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *universe* that has such a big, rich central market! What an opportunity for you to increase your share of the *total* potential in this greater Indianapolis television area!

where else . . .

—does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here—in Indianapolis on WFBM-TV—can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better look! We are proud of our current ARB.*

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

12 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Richmond • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

from **DAVID R. HAYES,** *director, radio & tv, W. E. Long Co.-Independent Bakers' Cooperative*

Why pitch children (a fickle lot) when it's mother who buys the bread?

Some years ago I read an article in which various advertising agency executives were asked to describe the ideal conditions under which an advertising idea could be gotten across. Almost without exception this ideal situation centered around a lone subject seeing or reading an ad in the privacy of the home with a minimum of distraction for the length of time required to absorb the sales message. Like most hypothetical questions, this one seemed to have no practical application, until I re-examined it. Suddenly I realized that this could very well be a description of daytime tv.

Of course it isn't true in any one home seven days a week, but over a period of time our lone subject, the housewife, has an opportunity to watch television uninterrupted for a given length of time. Sure, phones ring and neighbors call and children cry, but, considering the amount of daytime viewing that Mrs. Housewife does each week, there are times when she becomes the ideal advertising subject.

When I tried to sell this idea to our clients, the Holsum Unified Bakers, I ran into a good deal of apprehension. The baking business has been plagued for many years with the outmoded concept that children buy all of the bread. Historically, this dates to the successful purchase of the *Lone Ranger* by a midwestern baker in the thirties, followed by a rash of children's shows sponsored by bakeries for many years afterwards. This continued in television, particularly with westerns. It became standard procedure with distributors of syndicated films to pitch bakery accounts first with a kid show.

Our company followed this tradition. We bought more than one kiddie show and we followed through with considerable merchandising. In several instances, the star was brought to town for a personal appearance, with all the resultant publicity and excitement. We gave away photos, six-guns, and all the standard paraphernalia. Most of the time, after the excitement died down, a look at the sales chart showed that there was no lasting value to this kind of promotion. In a few cases there was a noticeable increase but not enough to warrant the expense of the show.

Gradually we shifted our money to spot schedules. Naturally, our clients, for whom we buy on a market-by-market basis, wanted adjacencies to top-rated shows. We were able to buy some good spots, but we were competing with the biggest advertisers in the country and we found ourselves unable to get the exposure we needed with our limited budgets.

The first time I tried to sell daytime television I got absolutely nowhere. It was pointed out that, in the first place, nobody watches it because the kids are in school at that time and the housewives were much too busy doing housework. We finally compromised with some early-morning spots together with spots in and around the late afternoon children shows. We began to get some better results than before, but I was convinced that we were missing our best audience. During the next few months our staff went to work on some research about this elusive housewife who seems to watch daytime tv but still convinces her husband she's been slaving over a hot mop all day. We also came up with some interesting facts about the relationship of bread-buying to children.

The Fleischmann Div. of Standard Brands gave us our first promising statistic. In their yearly study of bread-buying throughout the United States, they reported that 75% of all bread is purchased by the housewife and that less than 10% is purchased by children. Of course, this says nothing about who influences bread purchases. We reasoned, however, that this must be a small factor. After all, children are inundated day after day with requests to "ask mommy to buy our product." They must show a certain selectivity in deciding what they are going to ask mommy to buy for them, because they can't ask for everything advertised on tv. Therefore, since bread is not a sweet, since it gives away no premiums in the package, and since mommy buys it all the time anyway, there's no point in asking her to buy one brand over another. There may be factors from time to time that would influence a child, but we feel that our target is the housewife. If we have her on our side, we're selling our bread.

After some study, we came to another conclusion. Our morning housewife is not the same woman we talk to at noon, nor is either one of them the woman who watches the mid-day movie. There are few women who can spend all day in front of a tv set. They must necessarily be attracted only at certain times. And they are very much governed by habit, as the ratings will show. Therefore, we had to divide our adjacencies into three general time periods, allowing for a certain amount of overlap. We could see, for instance, that the audience for the soap opera varies only by fractions, we had one steady audience. Other time periods vary greatly from day to day, and we had to study the possible reasons for this. Finally we had to consider daily shopping habits by regions.

In analyzing this selective audience, we had to re-design our commercial films. Instead of the cartoony characters we had used in the past, we switched to semi-abstraction, because women are more imaginative than men and react more to pattern and design. Our live action was accented by more elaborate sets and every scene was designed to appeal to the more romantic nature of the female. Our jingle was written in the style of a love ballad. The cumulative effect was to enter that very special world in which women live while their husbands are at work and the children are at school.

Sound fanciful? Perhaps it is, but it's getting results. The more we know about daytime television, the more we're convinced it's almost a medium in itself, and everything we learn seems to prove once again that this is the audience we want.

David R. Hayes, b. Aug. 7, 1925, Chicago. Before and after three years service U.S. Navy, attended DePaul Academy, Chicago, receiving B.A. 1949; then graduate study DePaul and Northwestern U., Evanston, Ill. Started professional career as writer for actor-announcer Jim Ameche; writer-producer and later program director of WFJL Chicago. Joined W.E. Long Co. in 1953 as assistant radio-tv director; appointed director in 1955. Chairman of Chicago AAAA observer team, 1956 AFTRA negotiations; member of Chicago Unlimited board of directors, Chicago Federated Advertising Club and of Alpha Delta Gamma social fraternity.

Tv Topsy

ANY way you look at it, television is growing. Month after month the evidence rolls in—growth in set ownership, growth in time spent viewing, growth in time sales.

Now comes fresh proof. The A. C. Nielsen Co., releasing highlights of its new NCS 3, issued figures showing that television's monthly gross circulation in the U. S. has grown more than 10.4 million homes since 1956.

The fact is that the increase in much bigger than that. Nielsen authorities made no similar estimate at the time of their 1956 study, so to get a base figure they have counted the number of homes reached in 1958 by just those stations that were reported in 1956. The total is far more than it would have been in 1956 because almost seven million tv homes have been added since then. Taking into account both new sets and new stations, Nielsen estimates television's 1958 monthly gross circulation at 152,840,000 homes.

That's a lot of circulation—more than three times the total number of homes in the U. S. It's the lump sum of all homes reached on a regular basis by all stations. It also means that the average television home tunes from three to four stations—3.61 to be precise—with reportable regularity.

The 3.61 figure is significant, too. It means that the day of the one—and two—service market is passing. The public is getting a wider choice of service—getting and using it, too, as those boxcar circulation figures attest.

The Nielsen findings contain other significant information. Over the past two years, for example, the growth in television homes was almost four times as great as the growth in total homes. No non-broadcast medium can make that statement. Except for radio, no other advertising medium is even keeping up.

We're no experts in that international game of abracadabra called diplomacy. But it should be evident to all that there can be no entente cordiale *between the United States and the Soviet until the Russians stop jamming our shortwave broadcasts. We do not jam theirs. Yet even the "full text" pickups of the UN General Assembly, including the words of their own delegates, have been and are being interfered with. If there is no good faith there can be no successful deliberations with the Soviet.*

Prescription for Congress

AS these lines are written, Congress is hell-bent for adjournment. But Congress will be back in January. There will be new faces, but preponderantly there will be the same old ones disposed to pick up where they left off and with broadcasting the prime whipping boy.

This session has been a nightmare. Everything from allocations and ASCAP to oversight and ratings was covered. A commissioner lost his job and others were spanked. Advertisers were given the Blatnick treatment, and pay tv, despite a somewhat defiant FCC, was shelved.

We have a simple prescription for Congress during this recess. Gentlemen, relax a little. And think about the blessings of radio and television. Ponder what the country would be like without broadcasting, or what it was like before radio and television. Or what it's like in the Soviet Union and other dictatorships where the people see and hear only what the one-party or one-man governments dictate.

Mr. Senator and Representative, is the standard of living better back home since the advent of radio and television? Are your constituents better informed? Are you able to talk to your state or district without stumping the grass-roots? Is your farmer still a "rube" who knows nothing about city life or national and international affairs? Is the city cliff-dweller oblivious of the problems of the farmer? Is there greater zeal for education and enlightenment?

When you come back in January (if you make it) with your batteries recharged, think of these things. Instead of raising ned about advertising, keep in mind that the advertiser makes it possible for radio and television to provide this unsurpassed service to the nation (and free time for your reports to the folks back home).

Drawn for BROADCASTING by Jack Stelling, WMMS Bath, Me.

"And now it's Candlelight and Wine, *a quarter-hour of sophisticated music for dining."*

Instead of beating the FCC over the head, think of those people as public-spirited citizens doing the best they can to keep the business of broadcasting perking in the best interests of your bosses —the people. And remember, your bosses aren't complaining.

Certainly there are problems—big problems. But the solutions should be geared toward how to make radio and television better; not to hamstring them through tighter controls that impinge upon the broadcasters' freedom to do better.

There are tangible things that need to be done. Improvement of allocations to give broadcasters needed elbow room is one. Longer tenures and higher pay for the FCC would help too. But basically, if you would think affirmatively of the blessings that broadcasting by the American Plan have brought, it would make your own work easier and meet the mandate of your constituent bosses.

Cloudy Clear Channel Case

NO one of sound mind can validly contend that a decision in the clear channel case is not long overdue. The case was initiated 13 years ago—in 1945—when there were about 900 am stations on the air as compared to more than 3,000 today.

Now the question is whether the FCC hasn't waited too long. Are the circumstances that prevailed in 1945 (or 1947 when the hearings ended) of probative value today? Would a decision reached on that record and on the comments filed in response to the FCC's current rule-making proceedings stand up on court review?

Among other things, the FCC proposes to duplicate half of the 24 Class 1-A channels. It would presently hold the line on power at the long-prevailing 50,000 w limit on the others. From the shape of the obviously outdated record it would be difficult if not impossible to determine whether the proposed breakdowns would bring service to more people than the number that would lose service. There have been tremendous shifts in population in the last decade.

But there are more than these physical factors to be considered. What would happen to our priorities on clear channels under the North American Regional Broadcasting Agreement (NARBA) which whacks up the radio spectrum among nations on this continent? What bearing would FCC action have on national defense and the dissemination of vital information in an emergency? The Conelrad picture has changed since 1945 too.

We do not advocate undue delay or what the lawyers call a *de novo* (from the beginning) hearing. Rather, the FCC might schedule an updating proceeding running two or three days, and commit itself to revision of the rule-making proceeding within a specified period—possibly a month or two. Certainly more time would be saved in that manner than to proceed on the present antiquated record and thus run the risk of the court remanding the entire proceeding for updating and reconsideration.

Nº 2 – BOIS DES GARDENIA SALES RESULTS – TEXAS LEATHER – Nº 2

EAU DE SPOT ANNOUNCEMENTS: 36.00 TO 250.00 – PARTICIPATIONS: 90.00 TO 250.00 – PROGRAMS: 90.00 TO 1200.00

NEW Nº 2 PERFUME "FOR THE CLIENT"

THE MOST TREASURED NAME IN HOUSTON TELEVISION

KPRC-TV

EDWARD PETRY & CO., National Representatives